

02-27-2004



RECORD 1... 102679873
TRADEMARKS ONLY

2004 FEB 24 PM 2:06
FINANCE SECTION

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID # _____
- Correction of PTO Error
Reel # _____ Frame # _____
- Corrective Document
Reel # _____ Frame # _____

Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
- Merger
- Change of Name
- Other _____

Effective Date

Month Day Year

02/20/2004

Conveying Party

Mark if additional names of conveying parties attached

Execution Date

Month Day Year

02/20/2004

Name Joel Echols

Formerly _____

- Individual General Partnership Limited Partnership Corporation Association
- Other _____
- Citizenship/State of Incorporation/Organization _____

Receiving Party

Mark if additional names of receiving parties attached

Name Hormel Foods, LLC

DBA/AKA/TA _____

Composed of _____

Address (line 1) 1 Hormel Place

Address (line 2) _____

Address (line 3) Austin

City

MN

State/Country

55912

Zip Code

- Individual General Partnership Limited Partnership Corporation Association

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from

Other Limited Liability Company

Citizenship/State of Incorporation/Organization Minnesota

FOR OFFICE USE ONLY

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D. C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D. C. 20231

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

507-437-5248

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

<input type="text" value="78/012,413"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes No

Statement and Signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Kevin C. Jones



Feb. 24, 2004

Name of Person Signing

Signature

Date Signed

FEB 19 2004 15:46 FR HORMEL LAW DEPT

507 434 6711 TO 814135814237

P.02/02

ASSIGNMENT

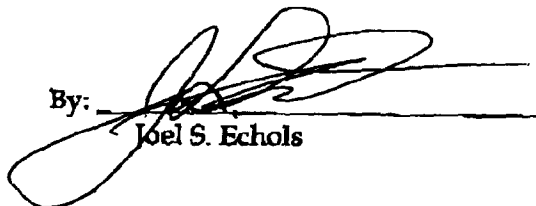
WHEREAS, Joel S. Echols, an individual, is the owner of all rights and the goodwill associated with respect to the following trademark application:

<u>TRADEMARK</u>	<u>SERIAL NUMBER</u>	<u>FILING DATE</u>
MEGASHAKE	78/012,413	06/13/2000

WHEREAS, Hormel Foods, LLC, a Minnesota limited liability company, having an office at 1 Hormel Place, Austin, Minnesota 55912, is desirous of acquiring any and all rights which Joel S. Echols has in said listed trademark application and the goodwill associated with said trademark application.


NOW THEREFORE, to all whom it may concern:

Be it know that for substantial consideration, the receipt of which is hereby acknowledged, said Joel S. Echols does hereby sell, assign and transfer unto said Hormel Foods, LLC its entire right, title and interest in and to the said listed trademark application, together with the goodwill of the business symbolized by the mark, and the above identified registration thereof.

By: 
Joel S. Echols

STATE OF ALABAMA)
) ss
COUNTY OF Shelby)

Subscribed and sworn to me this 20 day of February, 2004.


Notary Public

NOTARY PUBLIC STATE OF ALABAMA AT LARGE
MY COMMISSION EXPIRES: Feb 10, 2008
BONDED THRU NOTARY PUBLIC UNDERWRITERS



Corporate Office

Writer's Direct Dial Number: (507) 437-5048
Writer's E-Mail Address: krmallory@hormel.com
Law Department Fax Number: (507) 437-5135

Hormel Foods, LLC
1 Hormel Place
Austin MN 55912-3680

February 24, 2004

Mail Stop Assignment Recordation Services
Director of the United States Patent and Trademark Office
PO Box 1450
Alexandria, Virginia 22313-1450

RE: Assignment of Trademarks from Joel Echols to Hormel Foods, LLC

Dear Sir or Madam:

We are enclosing the following to file the Assignment for the above identified trademarks in the U.S. Trademark Office:

1. Recordation Form Cover Sheet
2. Assignment
3. A check for \$40.00
4. Postcard acknowledging receipt
5. Power of Attorney

Please process. Thank you.

Sincerely,

Kara R. Mallory
Paralegal

Enclosures

"Express Mail" Mailing Label Number: EU 681287413 US
Date of Deposit: February 24, 2004

I hereby certify that this paper or fee is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to Box Assignments, Assistant Commissioner of Trademarks, 2900 Crystal Drive, Arlington, Virginia 22202-3513.

Kara R. Mallory

RECORDED: 02/24/2004

TRADEMARK
REEL: 002919 FRAME: 0930