

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Barilla America Inc.		08/10/2005	CORPORATION: ILLINOIS

RECEIVING PARTY DATA	
Name:	Barilla G e R Fratelli - Societa Per Azioni
Street Address:	Via Mantova, 166
City:	Parma
State/Country:	ITALY
Postal Code:	43100
Entity Type:	CORPORATION: ITALY

PROPERTY NUMBERS Total: 19

Property Type	Number	Word Mark
Serial Number:	78357314	EXPERIENCE THE SAUCE ITALIANS EMBRACE AS THEIR OWN
Serial Number:	78368549	TUBINI
Serial Number:	78385642	COLLEZIONE D'ITALIA
Serial Number:	78400805	SWEDEN'S CRUNCHY LITTLE SECRET
Serial Number:	78400800	SIMPLE. HONEST. WELLNESS.
Serial Number:	78415674	RESTAURANT CREATIONS
Serial Number:	78440475	EAT WELL, LIVE BETTER
Serial Number:	78442093	BARILLA PLUS
Serial Number:	78462478	
Serial Number:	78462462	
Serial Number:	78474753	SLOW CARBS FOR THE LONG RUN
Serial Number:	78474778	TASTE THE FRESHNESS
Serial Number:	78474794	FRESH FROM START TO FINISH

CH \$490.00 78357314

Serial Number:	78489286	MORE NUTRITION, NATURALLY DELICIOUS
Serial Number:	78547733	WHOLE GRAIN TO GO
Serial Number:	78565560	GREAT PASTA PLUS SO MUCH MORE
Serial Number:	78654356	
Serial Number:	78437521	FALU
Serial Number:	75398243	15 MINUTES TO ITALY

CORRESPONDENCE DATA

Fax Number: (312)521-2875
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 312-521-2775
Email: asacharoff@muchshelist.com
Correspondent Name: Much Shelist Freed Denenberg Ament & Rub
Address Line 1: 191 N Wacker Drive Suite 1800
Address Line 2: Adam K Sacharoff
Address Line 4: Chicago, ILLINOIS 60606

DOMESTIC REPRESENTATIVE

Name: Much Shelist Freed Denenberg Ament & Rub
Address Line 1: 191 N. Wacker Drive, Suite 1800
Address Line 2: Adam K Sacharoff
Address Line 4: Chicago, ILLINOIS 60606

NAME OF SUBMITTER:	Adam K Sacharoff
Signature:	/aks/
Date:	08/11/2005

Total Attachments: 2
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Assignment of Trademarks

Barilla America Inc., ("Licensee") a corporation organized under the laws of the United States of America, holds title to Trademark Applications and Registrations listed on Schedule 1, attached hereto.

Barilla G e R Fratelli - Societa Per Azioni, ("Licensor") a corporation organized under the laws of the Republic of Italy, requests that all Trademarks currently filed in Licensee's name be assigned to Licensor under the Parties previous Trademark & Manufacturing License Agreement dated January 1, 1997, along with the portion of the business associated with the Trademarks.

Therefore, in accordance with the Parties previous Trademark & Manufacturing License Agreement

Licensee hereby assigns to Licensor, its legal representatives, successors and assignees, its entire right, title and interest in said trademark properties listed on Schedule 1 and the goodwill represented thereby, including the right to claim priority, as fully and completely as the same would have been held by Licensee had this Assignment not been made.

AND for the same consideration, Licensee hereby covenants and agrees to and with the Licensor, its successors, legal representatives and assigns, that the Licensee will sign all papers and documents, take all lawful oaths, and do all acts necessary or required to be done for the procurement, maintenance, enforcement and defense of said trademarks and applications/registrations without charge to Licensor but at the cost and expense of Licensee.

Barilla America Inc.

BY



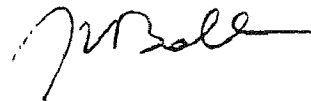
Name: CARMEN BUCCINI

Title: VP FINANCE

Date: AUGUST 10, 2005

Barilla G e R Fratelli - Societa Per Azioni

BY x



Name: Mr. Gianluca Bolla

Title: Managing Director

Date: July 29, 2005

Barilla America, Inc.

Current Trademark List

Mark (Profile)	Country/State	Application #	App. Date	Registration #
EXPERIENCE THE SAUCE ITALIANS EMBRACE	USA	78/357,314	1/26/2004	
TUBINI	USA	78/368,549	2/16/2004	
COLLEZIONE D'ITALIA	USA	78/385,642	3/17/2004	
SWEDEN'S CRUNCHY LITTLE SECRET	USA	78/400,805	4/13/2004	
SIMPLE HONEST WELLNESS	USA	78/400,800	4/13/2004	
RESTAURANT CREATIONS	USA	78/415,674	5/10/2004	
EAT WELL, LIVE BETTER	USA	78/440,475	6/24/2004	
BARILLA PLUS	USA	78/442,093	6/28/2004	
Jar Label	USA	78/462,478	8/5/2004	
Dual Jar Packaging Design	USA	78/462,462	8/5/2004	
SLOW CARBS FOR THE LONG RUN	USA	78/474,753	8/27/2004	
TASTE THE FRESHNESS	USA	78/474,778	8/27/2004	
FRESH FROM START TO FINISH	USA	78/474,794	8/27/2004	
MORE NUTRITION, NATURALLY DELICIOUS	USA	78/489,286	9/24/2004	
WHOLE GRAIN TO GO	USA	78/547,733	1/14/2005	
GREAT PASTA PLUS SO MUCH MORE (word)	USA	78/565,560	2/11/2005	
TWIN JAR CONFIGURATION	USA	78/654,356	6/20/2005	
FALLU	USA	78/437521	6/18/2004	
15 MINUTES TO ITALY	USA	75/398243	12/01/1997	2359075