

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
Appetizers And, Inc.		09/22/2005	CORPORATION:
RECEIVING PARTY DATA			
Name:	Trademark Management Company		
Street Address:	2541 North Stokesberry Place, Suite 100		
City:	Meridian		
State/Country:	IDAHO		
Postal Code:	83642		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	2310521	APPETIZERS AND, INC.	
Registration Number:	2310522	APPETIZERS AND, INC.	
Registration Number:	2679357	BLACK TIE HORS D'OEUVRES	
Registration Number:	2299453	Q-ZEENS	
Registration Number:	2301539	Q-ZEENS	
CORRESPONDENCE DATA			
Fax Number:	(412)456-1035		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	412-456-1011		
Email:	nancy.linkes@us.hjheinz.com		
Correspondent Name:	Nancy A. Linkes		
Address Line 1:	P. O. Box 57		
Address Line 4:	Pittsburgh, PENNSYLVANIA 15230		
NAME OF SUBMITTER:	Nancy A. Linkes		

CH \$140.00 2310521

Signature:

/Nancy A. Linkes/

Date:

12/09/2005

Total Attachments: 2

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ASSIGNMENT

WHEREAS, Appetizers And, Inc., an Illinois corporation with offices located at 2555 N. Elston Avenue, Chicago, IL 60647, an indirect wholly-owned subsidiary of H. J. Heinz Company (hereafter, "AAI"), is the owner of certain trademark registrations, a list of which is attached hereto as Schedule "A," as well as other unregistered common law trademarks, trade dress, and label designs; and

WHEREAS, Trademark Management Company, an ^{Delaware} ~~Idaho~~ corporation with offices located at 2541 Stokesberry Place, Suite 100, Meridian, Idaho 83642 (hereafter, "TMC"), is desirous of acquiring all right, title, and interest in and to the registered trademarks, unregistered common law trademarks, trade dress, and label designs, including the goodwill of the trademarks connected with the use thereof and symbolized thereby;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, AAI does hereby assign unto TMC all right, title, and interest in and to the registered trademarks set forth in Schedule "A," and to the unregistered common law trademarks, trade dress, and label designs utilized with the registered trademarks, together with any goodwill of the trademarks symbolized thereby.

AAI agrees to execute any and all additional documents that may be necessary from time-to-time to perfect and record title to the trademarks in TMC, and to carry out the intent of this Assignment.

APPETIZERS AND, INC.

BY: Kristine Holtz

NAME: Kristine Holtz

ITS: Sr. Vice President & Chief Operating Officer

DATE: September 22, 2005

Sworn to and subscribed before me on this 22nd day of September, 2005:


Notary Public

(SEAL)

APPETIZERS AND, INC.

SCHEDULE A




Owner Trademark Image Report

Printed: 9/29/2005

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Country: US

Status: ACTIVE

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
APPETIZERS AND, INC.							
UNITED STATES	T04208US00	3/13/1998	75/449,716	1/25/2000	2,310,521	REGISTERED	42
APPETIZERS AND, INC. AND DESIGN							
UNITED STATES	T04209US00	3/13/1998	75/449,717	1/25/2000	2,310,522	REGISTERED	42
BLACK TIE HORS D'OEUVRES AND DESIGN							
UNITED STATES	T04210US00	7/2/1999	75/743,728	1/28/2003	2,679,357	REGISTERED	30
Q-ZEENS							
UNITED STATES	T04211US00	3/13/1998	75/449,715	12/14/1999	2,299,453	REGISTERED	42
Q-ZEENS AND DESIGN							
UNITED STATES	T04212US00	3/13/1998	78/449,714	12/21/1999	2,301,539	REGISTERED	42

END OF REPORT

TOTAL ITEMS SELECTED = 5