

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
ConAgra Brands, Inc.		10/02/2006	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Jonmor Investments, Inc.
Street Address:	3411 Silverside Road
Internal Address:	103 Baynard Building
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19810
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 33

Property Type	Number	Word Mark
Registration Number:	2734279	ARMOUR
Registration Number:	0655574	ARMOUR
Registration Number:	0732964	ARMOUR
Registration Number:	3068559	ARMOUR
Registration Number:	1512902	ARMOUR
Registration Number:	0848274	ARMOUR DELUXE
Registration Number:	0804358	ARMOUR GOLDEN STAR
Registration Number:	2514822	ARMOUR STAR
Registration Number:	2532917	ARMOUR STARS
Serial Number:	78963161	BOLD RECIPES
Serial Number:	78963152	BOLD SENSATIONS
Serial Number:	78900823	BRING HOME THE BACON
Registration Number:	2407277	BRING HOME THE BACON! MARBURGER WWW.BACON.COM

OP \$840.00 2734279

Serial Number:	76624042	BUTCHER'S SELECT
Registration Number:	2659364	DECKER
Registration Number:	0716229	DECKER
Serial Number:	78879847	DELI TRADITIONS
Registration Number:	2674993	E
Registration Number:	3112406	E ECKRICH DELI
Registration Number:	2695413	ECKRICH
Serial Number:	76585598	ECKRICH DELI
Serial Number:	78963168	FLAVOR SENSATIONS
Registration Number:	0842171	GOLDEN STAR
Registration Number:	1412517	GOLDEN STAR
Registration Number:	1891243	GREAT BACON WITHOUT THE HASSLE!
Registration Number:	1725991	MARBURGER FOODS
Registration Number:	2690636	PETER ECKRICH DELI
Registration Number:	1970633	READY CRISP
Registration Number:	1680510	SALAD MAK'N
Registration Number:	2480195	SANDWICH SOLUTIONS
Registration Number:	1730450	SMOKEHOUSE SELECT
Serial Number:	76620738	THE VALUE OF A GOOD MEAL
Serial Number:	78867228	READY CRISP

CORRESPONDENCE DATA

Fax Number: (215)851-1420
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 215-851-8100
Email: philpdocketing@reedsmith.com
Correspondent Name: Louis M. Heidelberger, Esq.
Address Line 1: P.O. Box 7990
Address Line 2: Intellectual Property
Address Line 4: Philadelphia, PENNSYLVANIA 19101-7990

ATTORNEY DOCKET NUMBER:	965160.20006
NAME OF SUBMITTER:	Carl H. Pierce, Esq.
Signature:	/Carl H. Pierce, Esq./
Date:	10/26/2006

Total Attachments: 3

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UNITED STATES TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is entered into by and between CONAGRA BRANDS, INC., a Delaware corporation, having its principal offices at One ConAgra Drive, Omaha, Nebraska 68102 ("Assignor"), and JONMOR INVESTMENTS, INC., a Delaware corporation, having its principal offices at 103 Baynard Building, 3411 Silverside Road, Wilmington, DE 19810 ("Assignee").

WHEREAS, Assignor is the owner of the trademarks and the associated registrations and/or applications for registration thereof existing in the United States listed on Exhibit "A" hereto ("Trademarks"):

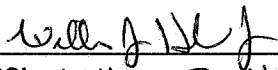
WHEREAS, Assignee is desirous of acquiring all right, title and interest in and to said Trademarks.

NOW THEREFORE, be it known that for Ten Dollars (US\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee, as a successor to that portion of the ongoing and existing business of Assignor to which said Trademarks pertain, all of Assignor's right, title and interest in the United States in and to said Trademarks, together with the goodwill of the business symbolized by said Trademarks, any future registrations of said Trademarks, all common law rights associated with said Trademarks, all causes of action and other rights that may be asserted under said Trademarks, the right to sue third parties for infringement of or improper activities regarding said Trademarks, and the right to enjoy all of the monetary benefits obtained as a result of any such litigation, the same to be held and enjoyed by Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.

Signed this 2nd day of October, 2006.

CONAGRA BRANDS, INC.

JONMOR INVESTMENTS, INC.

By: 
Name: William J. Hahn Jr.
Title: Authorized Representative

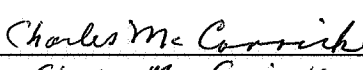
By: 
Name: Charles Mc Carrick
Title: President

EXHIBIT "A"

<u>Mark</u>	<u>App. #</u>	<u>Reg. #</u>
ARMOUR	76/410,097	2,734,279
ARMOUR	72/010,281	0,655,574
ARMOUR	72/116,787	0,732,964
ARMOUR AND DESIGN	76/347,650	3,068,559
ARMOUR AND STAR DESIGN	73/694,251	1,512,902
ARMOUR DELUXE	72/263,005	0,848,274
ARMOUR GOLDEN STAR AND DESIGN	72/198,812	0,804,358
ARMOUR STAR AND DESIGN	76/132,579	2,514,822
ARMOUR STARS	75/981,289	2,532,917
BOLD RECIPES	78/963,161	
BOLD SENSATIONS	78/963,152	
BRING HOME THE BACON	78/900,823	
BRING HOME THE BACON! MARBURGER WWW.BACON.COM AND DESIGN	75/702,912	2,407,277
BUTCHER'S SELECT	76/624,042	
DECKER	76/382,458	2,659,364
DECKER	72/093,901	0,716,229
DELI TRADITIONS	78/879,847	
E AND DESIGN (ECKRICH HOUSE DESIGN)	76/398,494	2,674,993
E ECKRICH DELI & DESIGN	76/585,599	3,112,406
ECKRICH	76/399,380	2,695,413
ECKRICH DELI	76/585,598	
FLAVOR SENSATIONS	78/963,168	

<u>Mark</u>	<u>App. #</u>	<u>Reg. #</u>
GOLDEN STAR	72/249,486	0,842,171
GOLDEN STAR	73/586,449	1,412,517
GREAT BACON WITHOUT THE HASSLE!	74/523,333	1,891,243
MARBURGER FOODS AND DESIGN	74/238,395	1,725,991
PETER ECKRICH DELI	76/402,645	2,690,636
READY CRISP	78/867,228	
READY CRISP	74/522,191	1,970,633
SALAD MAK'N	74/157,778	1,680,510
SANDWICH SOLUTIONS	75/242,034	2,480,195
SMOKEHOUSE SELECT	74/230,039	1,730,450
THE VALUE OF A GOOD MEAL	76/620,738	