

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
EFFECTIVE DATE:	01/16/2007		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Van Rich, Inc.		01/16/2007	INC. ASSOCIATION:
<b>RECEIVING PARTY DATA</b>			
Name:	Land O'Frost, Inc.		
Street Address:	16850 Chicago Avenue		
City:	Lansing		
State/Country:	ILLINOIS		
Postal Code:	60438		
Entity Type:	INC. ASSOCIATION: ILLINOIS		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Registration Number:	2641760	REDI.EAT	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(312)207-6400		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-207-1000		
Email:	ipdocket@sachnoff.com		
Correspondent Name:	Angela M. Washelesky		
Address Line 1:	Sachnoff & Weaver, Ltd.		
Address Line 2:	10 S. Wacker Drive		
Address Line 4:	Chicago, ILLINOIS 60606-7507		
ATTORNEY DOCKET NUMBER:	210540.0018		
NAME OF SUBMITTER:	Angela M. Washelesky		
Signature:	/Angela M. Washelesky/		

OP \$40.00 2641760

Date:

01/24/2007

Total Attachments: 2

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### ASSIGNMENT OF REGISTERED TRADEMARK

Assignment made as of Mar 16, 2007 by Van Rich, Inc. ("Assignor") to Land O'Frost, Inc. an Illinois Corporation ("Assignee").

WHEREAS, Assignor has adopted, used and is using the trademark "Redi•eat" (the "Mark") in connection with the sale of smoked, chopped, pressed, cooked meats and poultry, namely, turkey, chicken, beef, and ham; and

WHEREAS, Assignor obtained U. S. Trademark Registration No. 2,641,760 for the Mark (the "Registration"); and

WHEREAS, Assignee desires to acquire the entire interest of the Assignor in the Mark and the Registration; and

WHEREAS, Assignor desires to assign to Assignee the entire interest of the Assignor in the Mark and the Registration.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is acknowledged, Assignor assigns to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark; any rights that arise from the Registration; all rights to seek other registrations of the Mark in the United States Patent and Trademark Office or elsewhere; and all causes of action, past and future, for infringement of the Mark or other violations of the rights assigned hereunder. Assignor represents and warrants to Assignee that it has made continuous use of the Mark in connection with the goods recited in the Registration at least since the date of first use in commerce recited in the Registration, and

that it has not made any other assignment or pledge of the Mark, any rights therein or the Registration.

By: *Donna Van Eekeren*  
Donna Van Eekeren

Date: *Jan 16, 2007*

STATE OF ILLINOIS            )  
                                          ) SS:  
COUNTY OF COOK            )

On this 16<sup>th</sup> day of JANUARY, 2007, before me personally appeared DONNA VAN EEKEREN who executed this instrument.

IN WITNESS WHEREOF, I hereunto set my hand and official seal.

*Jane M. Bosma*  
Notary Public

My Commission Expires: 9/03/10

