

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
Country Maid, Inc.		08/21/2007	CORPORATION: IOWA
RECEIVING PARTY DATA			
Name:	McKee Foods Kingman, Inc.		
Street Address:	2675 West Oatman Road		
City:	Kingman		
State/Country:	ARIZONA		
Postal Code:	86413		
Entity Type:	CORPORATION: ARIZONA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2913371	HEARTLAND DELIGHTS	
CORRESPONDENCE DATA			
Fax Number:	(212)953-7201		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-415-9200		
Email:	ny.trademark@dorsey.com		
Correspondent Name:	Lile H. Deinard		
Address Line 1:	250 Park Ave		
Address Line 2:	Dorsey & Whitney LLP 15th Floor		
Address Line 4:	New York, NEW YORK 10177		
ATTORNEY DOCKET NUMBER:	442064-00001		
NAME OF SUBMITTER:	Lile H. Deinard		
Signature:	/LHD/		
Date:	09/14/2007		

OP \$40.00 2913371

Total Attachments: 2

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ASSIGNMENT OF TRADEMARK

WHEREAS, COUNTRY MAID, INC., a corporation of Iowa, having its principal place of business at 205 Third Avenue NE, West Bend, Iowa 50597 (hereinafter "Assignor") owns all right, title and interest in and to the trademark "HEARTLAND DELIGHTS" for cookie dough and United States Trademark Registration No. 2,913,371 therefor (the "Mark"); and

WHEREAS, MCKEE FOODS KINGMAN, INC., an Arizona corporation, with principal offices at 2675 West Oatman Road, Kingman, Arizona 86413 (hereinafter "Assignee") is desirous of acquiring said Mark.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign, sell and transfer to Assignee its entire right, title and interest in and to the Mark, and U.S. Registration No. 2,913,371, together with the goodwill of the business symbolized by the Mark, and all claims for damages for past infringements of such Mark, reserving no rights unto itself.

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed in its name and on its behalf by its officer, duly authorized thereunto, effective as of the 21st day of August, 2007.

COUNTRY MAID, INC.

By: D. J. Massner

Name: DARIN J MASSNER

Title: Chief operating officer, Chairman of the Board

ACKNOWLEDGEMENT

STATE OF IOWA)
 : ss.:
COUNTY OF Palo Alto)

On this 21st day of August, 2007, before me personally appeared
Darin Massner _____, to me known who, being by me duly sworn, did
depose and say that he is the Chief Operating Officer of Country Maid, Inc. described
herein and which executed the foregoing instrument and that he signed his name thereto
pursuant to the authority granted by said corporation.

Nancy Umsted
Notary Public

2/1/10