

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
McCain Foods USA, Inc.		01/08/2009	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	Trademark Management Company		
Street Address:	2541 North Stokesberry Place, Suite 100		
City:	Meridian		
State/Country:	IDAHO		
Postal Code:	83646		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2733797	ANCHOR CHEESE SENSATIONS APPETIZERS	
CORRESPONDENCE DATA			
Fax Number:	(412)456-1035		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	412-456-6004		
Email:	sally.stodolsky@us.hjheinz.com		
Correspondent Name:	Sabrina J. Hudson		
Address Line 1:	P. O. Box 57		
Address Line 4:	Pittsburgh, PENNSYLVANIA 15230-0057		
ATTORNEY DOCKET NUMBER:	IP-00028		
NAME OF SUBMITTER:	Sally Stodolsky		
Signature:	/Sally Stodolsky/		
Date:	02/12/2009		

CH \$40.00 2733797

TRADEMARK ASSIGNMENT

WHEREAS, McCain Foods USA, Inc., a Maine corporation located at 2275 Cabot Drive, Lisle, Illinois 60532 ("McCain") is the owner of U.S. Trademark Registration No. 2,733,797 for the mark ANCHOR CHEESE SENSATIONS APPETIZERS and Design (the "Trademark Registration"); and

WHEREAS, Trademark Management Company, a Delaware corporation located at 2541 North Stokesberry Place, Suite 100, Meridian, Idaho 83646 ("TMC") is desirous of acquiring all right, title and interest in and to the Trademark Registration, including the goodwill of the business connected with the use thereof and symbolized thereby.

NOW THEREFORE, for good and valuable consideration receipt of which is hereby acknowledged, McCain does hereby assign to TMC all right, title and interest in and to the Trademark Registration together with any goodwill of the business symbolized thereby.

McCain agrees to execute any and all additional documents that may be necessary to protect and record title to the Trademark Registration to TMC.

Dated this 8 day of January 2009.

McCain Foods USA, Inc.

Frank D. Finn
Name: Frank D. Finn
Title: SUP Commercial Operations

Subscribed and sworn to before me this 8th day of January 2009.

Elizabeth A. Barnett
Notary Public

