

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
McCain Foods USA, Inc.		01/08/2009	CORPORATION: ILLINOIS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Trademark Management Company		
<b>Street Address:</b>	2541 North Stokesberry Place, Suite 100		
<b>City:</b>	Meridian		
<b>State/Country:</b>	IDAHO		
<b>Postal Code:</b>	83646		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2733797	ANCHOR CHEESE SENSATIONS APPETIZERS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(412)456-1035		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	412-456-6004		
<b>Email:</b>	sally.stodolsky@us.hjheinz.com		
<b>Correspondent Name:</b>	Sabrina J. Hudson		
<b>Address Line 1:</b>	P. O. Box 57		
<b>Address Line 4:</b>	Pittsburgh, PENNSYLVANIA 15230-0057		
<b>ATTORNEY DOCKET NUMBER:</b>	IP-00028		
<b>NAME OF SUBMITTER:</b>	Sally Stodolsky		
<b>Signature:</b>	/Sally Stodolsky/		
<b>Date:</b>	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 8<sup>th</sup> day of January 2009.

Elizabeth A. Barnett  
Notary Public

