

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
TOWNSENDS INC.		05/12/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Heilman Foods, Inc.		
Street Address:	203 Florentine Drive		
City:	Easton		
State/Country:	PENNSYLVANIA		
Postal Code:	18040		
Entity Type:	CORPORATION: PENNSYLVANIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2506557	A LA HENRI	
Registration Number:	1863288	IF IT DOESN'T SAY 'A LA HENRI' THEY'RE NOT CHICKEN FINGERS	
CORRESPONDENCE DATA			
Fax Number:	(202)496-7756		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-496-7500		
Email:	tsouthard@mckennalong.com		
Correspondent Name:	Thomas G. Southard		
Address Line 1:	1900 K St., N.W.		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20006		
ATTORNEY DOCKET NUMBER:	31095.0003		
NAME OF SUBMITTER:	Thomas G. Southard		
Signature:	/tgs/		

CH \$65.00 2506557

Date:

05/21/2010

Total Attachments: 1

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ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT OF TRADEMARKS (this "Assignment") is made and entered into this 2nd day of May, 2010 (the "Effective Date"), by and between, Townsends, Inc. ("Assignor") and Heilman Foods, Inc. ("Assignee") (collectively referred to as the "Parties").

WHEREAS, the Assignor owns the federally registered marks (a) A LA HENRI, having the registration number 2506557, and (b) IF IT DOESN'T SAY 'A LA HENRI' THEY'RE NOT CHICKEN FINGERS, having the registration number 1863288 (the "Marks"); and

WHEREAS, the Assignor desires to assign its rights in the Marks to Assignee and Assignee desires to accept such assignment;

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

Assignor hereby assigns, sells and transfers to Assignee all of its right, title and interest in and to the Marks together with all registration rights with respect to the Marks and the goodwill of the business symbolized by the Marks.

IN WITNESS WHEREOF, the Parties have caused this Assignment to be executed as of the Effective Date.

ASSIGNOR:

TOWNSENDS, INC.

By: George C. White
Name: George C. White
Title: Sr. Vice President / CFO

ASSIGNEE:

HEILMAN FOODS, INC.

By: [Signature]
Name: James E. Heilman
Title: President