

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
Howard Venture LLC		12/27/2010	LIMITED LIABILITY COMPANY: COLORADO

RECEIVING PARTY DATA

Name:	MNF DB Acquisition LLC
Street Address:	4850 Hahns Peak Drive
Internal Address:	Unit 240
City:	Loveland
State/Country:	COLORADO
Postal Code:	80538
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Registration Number:	2775452	DAKOTA BEEF
Registration Number:	3812767	DAKOTA BEEF
Registration Number:	3809184	BEEF IN ITS PUREST FORM
Registration Number:	3744054	FULL OF FLAVOR AND NOTHING ELSE
Registration Number:	3878508	DAKOTA BEEF ALWAYS ORGANIC
Serial Number:	85046520	DANNY DOG

CORRESPONDENCE DATA

Fax Number: (310)789-1442
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 310-789-1342
 Email: lhuff@troygould.com
 Correspondent Name: Linda S. Huf
 Address Line 1: 1801 Century Park East
 Address Line 2: Suite 1600

900179865

**TRADEMARK
 REEL: 004441 FRAME: 0695**

OP \$165.00 2775452

Address Line 4: Los Angeles, CALIFORNIA 90067

NAME OF SUBMITTER:

Linda S. Huff

Signature:

/s/ Linda S. Huff

Date:

12/28/2010

Total Attachments: 1
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TRADEMARK

IN THE UNITED STATES PATENT OFFICE AND TRADEMARK OFFICE

ASSIGNMENT OF REGISTERED TRADEMARKS

WHEREAS, HOWARD VENTURE LLC, a Colorado limited liability company ("Assignor"), having its principal office at 126 East 56th Street, 32nd Floor, New York, New York 10022, has adopted and used and is the owner of the following registered trademarks and applications, as shown in the records of the U.S. Patent and Trademark Office:

Reg. No. 2775452
 Mark: Dakota Beef and Design
 Granted: October 21, 2003
 Int. Class 035

Reg. No. 3812767
 Mark: Dakota Beef
 Granted: July 6, 2010
 Int. Classes 029 and 035

Reg. No. 3809184
 Mark: Beef in its Purest Form
 Granted: June 29, 2010
 Int. Classes 029 and 035

Reg. No. 3744054
 Mark: Full of Flavor and Nothing Else
 Granted: February 2, 2010
 Int. Classes 029 and 035

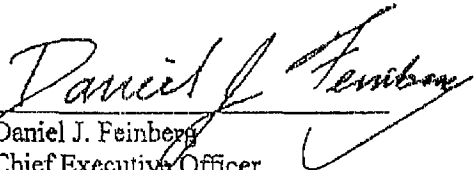
Reg. No. 3878508
 Mark: Dakota Beef-Always
 Organic and Design
 Granted: November 23, 2010
 Int. Classes 029 and 035

Applic. Ser. No. 85-046,520
 Mark: DANNY DOG
 NOA Issued: December 21, 2010
 Int. Class 029

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby sells, assigns, transfers and conveys to MNF DB ACQUISITION LLC, a Delaware limited liability company ("Assignee"), having its principal office at 4850 Hahns Peak Drive, Unit 240, Loveland, Colorado 80538, the entire right, title and interest in and to said trademarks and applications and the goodwill of the business connected with the use of and symbolized by the trademarks, including all renewal rights and the right to apply for the registration of the trademarks in foreign countries in its own name and to claim any priority rights for such foreign applications to which such applications are entitled under international conventions, treaties or otherwise.

HOWARD VENTURE LLC

Date: December 27, 2010

By: 
 Daniel J. Feinberg
 Chief Executive Officer

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