

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
Conopco, Inc.		01/31/2013	CORPORATION: NEW YORK

RECEIVING PARTY DATA	
Name:	Hormel Foods, LLC
Street Address:	1 Hormel Place
City:	Austin
State/Country:	MINNESOTA
Postal Code:	55912
Entity Type:	LIMITED LIABILITY COMPANY: MINNESOTA

PROPERTY NUMBERS Total: 4		
Property Type	Number	Word Mark
Registration Number:	3810881	FUEL THE FUN
Registration Number:	0504940	SKIPPY
Serial Number:	85233443	SKIPPY
Registration Number:	1661842	SUPER CHUNK

CORRESPONDENCE DATA	
Fax Number:	
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Phone:	507.437.5936
Email:	slnelsen@hormel.com
Correspondent Name:	Sarah L. Nelsen
Address Line 1:	1 Hormel Place
Address Line 2:	Law Department
Address Line 4:	Austin, MINNESOTA 55912

NAME OF SUBMITTER:	Sarah L. Nelsen
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OP \$115.00 3810881

Signature:	/sln/
Date:	02/15/2013
Total Attachments: 6 source=IP Assignment [Conopco - HFLLC]#page1.tif source=IP Assignment [Conopco - HFLLC]#page2.tif source=IP Assignment [Conopco - HFLLC]#page3.tif source=IP Assignment [Conopco - HFLLC]#page4.tif source=IP Assignment [Conopco - HFLLC]#page5.tif source=IP Assignment [Conopco - HFLLC]#page6.tif	

GENERAL INTELLECTUAL PROPERTY ASSIGNMENT

This GENERAL INTELLECTUAL PROPERTY ASSIGNMENT is made this 31st day of January, 2013 (this "Assignment"), by CONOPCO, INC., a New York corporation ("Assignor"), to HORMEL FOODS, LLC, a Minnesota limited liability company ("Assignee").

WHEREAS, pursuant to the terms of the Asset Purchase Agreement dated as of January 2, 2013 (the "Asset Purchase Agreement"; capitalized terms used but not defined in this Assignment shall have the meanings assigned to them in the Asset Purchase Agreement), between Assignor and Hormel Foods Corporation, a Delaware corporation ("Hormel"), Assignor is obligated to sell, transfer, assign and deliver to Hormel or affiliates thereof the Transferred Intellectual Property held by it that are Global Transferred Assets. To the extent that any provision of this Assignment conflicts or is inconsistent with the terms of the Asset Purchase Agreement, the terms of the Asset Purchase Agreement shall govern.

NOW, THEREFORE, in consideration of the premises contained herein and in the Asset Purchase Agreement, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor by these presents does hereby sell, assign, transfer and set over unto Assignee, its successors, legal representatives and assigns all its common law and statutory right, title and interest in the Transferred Intellectual Property that is set forth in Schedule A hereto.

Assignor shall execute and deliver such individual confirmatory assignment deeds, change of name or address certificates or other documents prepared by Assignee, at Assignee's expense, necessary for the effectuation or recordation of this Assignment.

This Assignment shall be effective as of the Global Closing.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by Assignor's duly authorized officer and its seal to be affixed as of the date first above written.

ASSIGNOR

CONOPCO, INC.,

by David Schwartz
Name: David Schwartz
Title: Vice President

ASSIGNEE

HORMEL FOODS, LLC

by _____
Name:
Title:

State of New York)
) SS.
County of New York)

I, a notary public for the state aforesaid, do hereby certify that David Schwartz, the authorized signatory of CONOPCO, INC., appeared before me this day in person and acknowledged the execution of the foregoing Assignment on behalf of CONOPCO, INC. as its free and voluntary act.

IN WITNESS WHEREOF, I have hereunto set my hand and notorial seal
this 30th day of January 2013.

Frances Marasa
Notary Public

My commission expires June 3, 2015

FRANCES MARASA
Notary Public, State of New York
No. 01MA4962527
Qualified in Queens County
Certificate Filed in New York County
Commission Expires June 3, 2015

State of)
) SS.
County of)

I, a notary public for the state aforesaid, do hereby certify that _____, the authorized signatory of HORMEL FOODS, LLC, appeared before me this day in person and acknowledged the execution of the foregoing Assignment on behalf of HORMEL FOODS, LLC as its free and voluntary act.

IN WITNESS WHEREOF, I have hereunto set my hand and notorial seal
this ___ day of _____ 2013.

Notary Public

My commission expires

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by Assignor's duly authorized officer and its seal to be affixed as of the date first above written.

ASSIGNOR

CONOPCO, INC.,

by _____
Name:
Title:

ASSIGNEE

HORMEL FOODS, LLC

by *Sarah Nelsen*
Name: Sarah Nelsen
Title: Secretary



State of)
) SS.
County of)

I, a notary public for the state aforesaid, do hereby certify that _____, the authorized signatory of CONOPCO, INC., appeared before me this day in person and acknowledged the execution of the foregoing Assignment on behalf of CONOPCO, INC. as its free and voluntary act.

IN WITNESS WHEREOF, I have hereunto set my hand and notarial seal this ___ day of _____ 2013.

Notary Public

My commission expires

State of Minnesota)
) SS.
County of Mower)

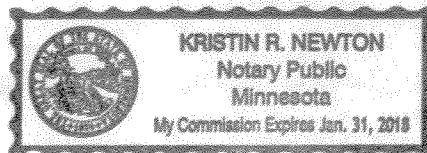
I, a notary public for the state aforesaid, do hereby certify that Sarah Nelsen, the authorized signatory of HORMEL FOODS, LLC, appeared before me this day in person and acknowledged the execution of the foregoing Assignment on behalf of HORMEL FOODS, LLC as its free and voluntary act.

IN WITNESS WHEREOF, I have hereunto set my hand and notarial seal this 30 day of January 2013.

Kristin R. Newton



Notary Public

My commission expires 1-31-2018



SCHEDULE A

Trademarks, Trademark Registrations, Trademark Applications

Country	Trademark	TM Logo	Classes	Application No.	Application date	Registration No.	Registration Date	Status	Renewal Due	Renewal Sub-Status	Proprietor	GRN	Classes	Goods/Services
United States of America	FUEL THE FUN		29	77921273	27 Jan 2010	3810681	29 Jun 2010	Registered	29 Jun 2020		Conopco, Inc.	2632750	29	Peanut butter.
United States of America	SKIPPY (STYLISTED)			71529307	23 Jul 1947	0504940	21 Dec 1948	Registered	21 Dec 2018		Conopco, Inc.	2082181		PEANUT BUTTER
United States of America	SKIPPY (STYLISTED) & DESIGN		29	85233443	3 Feb 2011			Pending			Conopco, Inc.	3023437	29	Peanut butter.
United States of America	SUPER CHUNK		29	74097912	17 Sep 1990	1661842	22 Oct 1991	Registered	22 Oct 2021		Conopco, Inc.	2082191	29	Peanut butter

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