

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM302406

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Confirmatory Assignment of 8/27/2008 Asset Purchase		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Britz Fertilizers, Inc.		04/21/2014	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	J. R. Simplot Company		
Street Address:	P.O. Box 27		
City:	Boise		
State/Country:	IDAHO		
Postal Code:	83707		
Entity Type:	CORPORATION: NEVADA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2967719	SMARTSOIL	
Registration Number:	2967720	SMARTVIGOR	
Registration Number:	2977290	SMARTIMAGE	
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:	(301) 424-3640		
Email:	efile@usiplaw.com		
Correspondent Name:	Barbara A. Friedman		
Address Line 1:	EDELL, SHAPIRO & FINNAN, LLC		
Address Line 2:	9801 Washingtonian Boulevard, Suite 750		
Address Line 4:	Gaithersburg, MARYLAND 20878		
ATTORNEY DOCKET NUMBER:	1928.0566T		
NAME OF SUBMITTER:	Barbara A. Friedman		
SIGNATURE:	/Barbara A. Friedman/		
DATE SIGNED:	04/23/2014		
Total Attachments: 2			
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OP \$90.00 2967719

TRADEMARK REGISTRATION ASSIGNMENT

This Trademark Registration Assignment is by and between Britz Fertilizers, Inc., a California corporation, whose principal business address was 3265 W. Fig Garden Drive, Fresno, California 93711 (hereinafter "Assignor"), in favor of J. R. Simplot Company, a Nevada corporation, whose principal business address is P.O. Box 27, Boise, Idaho 83707 "Assignee").

WHEREAS, Assignor owned all right, title and interest in and to the trademarks, federal registrations therefor listed in Exhibit A hereof, and goodwill developed therein (hereinafter "the Britz Trademarks");

WHEREAS, on August 27, 2008, Assignee purchased substantially all of Assignor's assets, including the Britz Trademarks;

WHEREAS, Assignor and Assignee wish to confirm the transfer of ownership of the Britz Trademarks, effective as of August 27, 2008, as a result of the aforementioned asset purchase, including, but not limited to, all right, title, and interest in and to the Britz Trademarks, the registrations therefor, and the goodwill developed therein;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers unto Assignee, the entire right, title, interest in and to the Britz Trademarks shown in Exhibit A, including the federal trademark registrations and the goodwill of the business symbolized thereby. All rights and privileges, including the right to sue for and receive all damages from past infringements of the Britz Trademarks, will be held and enjoyed by the Assignee, its successors, assigns and other legal representatives.

Signed this 21 day of April, 2014.

BRITZ FERTILIZERS, INC.

David Britz

Name: David Britz

Title: president

Exhibit A

U.S. Trademark Registration No. 2967719 -- SMARTSOIL
U.S. Trademark Registration No. 2967720 -- SMARTVIGOR
U.S. Trademark Registration No. 2977290 -- SMARTIMAGE