

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM316703

|                              |                          |
|------------------------------|--------------------------|
| <b>SUBMISSION TYPE:</b>      | NEW ASSIGNMENT           |
| <b>NATURE OF CONVEYANCE:</b> | NUNC PRO TUNC ASSIGNMENT |
| <b>EFFECTIVE DATE:</b>       | 06/30/2014               |

## CONVEYING PARTY DATA

| Name          | Formerly | Execution Date | Entity Type           |
|---------------|----------|----------------|-----------------------|
| CONOPCO, INC. |          | 09/10/2014     | CORPORATION: NEW YORK |

## RECEIVING PARTY DATA

|                          |                        |
|--------------------------|------------------------|
| <b>Name:</b>             | R&B FOODS, INC.        |
| <b>Street Address:</b>   | 1661 Feehanville Drive |
| <b>Internal Address:</b> | Suite 300              |
| <b>City:</b>             | Mt. Prospect           |
| <b>State/Country:</b>    | ILLINOIS               |
| <b>Postal Code:</b>      | 60056                  |
| <b>Entity Type:</b>      | CORPORATION: DELAWARE  |

## PROPERTY NUMBERS Total: 17

| Property Type        | Number   | Word Mark                    |
|----------------------|----------|------------------------------|
| Registration Number: | 2255954  | CHEESE CREATIONS!            |
| Registration Number: | 4035387  | FEED OUR KIDS WELL           |
| Serial Number:       | 86051499 | FRUTTA! DI ORTO              |
| Registration Number: | 4354675  | OLD WORLD STYLE              |
| Registration Number: | 1125465  | PIZZA QUICK                  |
| Registration Number: | 1322448  | PIZZA QUICK                  |
| Registration Number: | 4351089  | RAGU                         |
| Registration Number: | 1716157  | RAGU'                        |
| Registration Number: | 0870188  | RAGU'                        |
| Registration Number: | 3489194  | RAGÚ ALL NATURAL             |
| Registration Number: | 3871972  | ROBUSTO!                     |
| Registration Number: | 3616502  | VINEYARD PREMIUM COLLECTIONS |
| Serial Number:       | 85504257 |                              |
| Serial Number:       | 86083030 | MEAT CREATIONS               |
| Serial Number:       | 85504251 | OLD WORLD STYLE              |
| Serial Number:       | 77916539 | RAGU EXPRESS                 |
| Serial Number:       | 86081135 | TRUSTED SINCE 1937 RAGÚ      |

CH \$440.00 2255954

**CORRESPONDENCE DATA****Fax Number:** 3124276663*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.***Phone:** 312 427 1300**Email:** CHIUSTM@LADAS.NET**Correspondent Name:** Boris Umansky**Address Line 1:** 224 South Michigan Avenue**Address Line 2:** Suite 1600**Address Line 4:** Chicago, ILLINOIS 60604

|                                |                |
|--------------------------------|----------------|
| <b>ATTORNEY DOCKET NUMBER:</b> | 4T14663196     |
| <b>NAME OF SUBMITTER:</b>      | Boris Umansky  |
| <b>SIGNATURE:</b>              | /borisumansky/ |
| <b>DATE SIGNED:</b>            | 09/11/2014     |

**Total Attachments: 3**

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**UNITED STATES OF AMERICA**  
**TRADEMARK ASSIGNMENT**

WHEREAS, CONOPCO, INC., a New York Corporation, with its principal place of business at 700 Sylvan Avenue, Englewood Cliffs, New Jersey 07632, United States of America (hereinafter called the ASSIGNOR), is the owner of record of the Federal registrations and pending applications listed on the attached Schedule A of marks on the Principal Register or on the Supplemental Register of the United States Patent and Trademark Office and has used said marks in commerce;

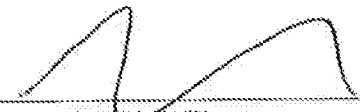
WHEREAS, ASSIGNOR has intended to use in commerce the marks listed on the attached Schedule B, and has filed intent to use applications on the Principal Register of the United States Patent and Trademark Office ("USPTO") indicating that intention, but has not yet filed statements of use under Section 1(c) or 1(d) of the Trademark Act that have been accepted by the USPTO. ASSIGNOR is assigning the marks in those intent to use applications as part of the entire business or portion thereof to which the marks pertain as required by 15 U.S.C. § 1060;

AND WHEREAS, R&B FOODS, INC., a Delaware Corporation, with its principal place of business at 1661 Feehanville Drive, Suite 300, Mt. Prospect, Illinois 60056, United States of America (hereinafter called the ASSIGNEE), is the successor to that portion of the business to which said marks pertain, and said business is ongoing and existing, and ASSIGNEE is desirous of acquiring all right, title and interest in and to the marks listed on the attached Schedules A and B and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR confirms and agrees that nunc pro tunc effective as of June 30, 2014, ASSIGNOR hereby sold, assigned and transferred unto ASSIGNEE the entire right, title and interest in perpetuity in and to the marks listed on the attached Schedules A and B, including any common law rights and other rights of use, together with the goodwill of the business symbolized by said marks, and the registration thereof, the same to be held and enjoyed by the ASSIGNEE, its successors and assigns to the same extent that such would have been held and enjoyed by ASSIGNOR absent this Assignment, including the right to sue for any past infringement. ASSIGNOR hereby covenants and agrees to provide any further necessary and appropriate documentation and do all further acts reasonably requested by ASSIGNEE in this regard to confirm and perfect title in and to said marks in ASSIGNEE, its successors, assigns, or other legal representatives.

IN WITNESS WHEREOF, the ASSIGNOR has caused this Assignment to be executed this 10th day of September, 2014 by the signature of its authorized representative as set forth below.

CONOPCO, INC.

By:   
Name: Joseph Sullivan  
Title: Attorney

SCHEDULE A  
ASSIGNMENT OF TRADEMARKS FROM CONOPCO, INC.  
TO R&B FOODS, INC. IN THE UNITED STATES  
(USE-BASED APPLICATIONS AND REGISTRATIONS)

| <u>TRADEMARK</u>                        | <u>REG/APPL NO.</u> |
|---|---------------------|
| CHEESE CREATIONS!                       | 2255954             |
| FEED OUR KIDS WELL                      | 4035387             |
| FRUTTA! DI ORIO                         | 86051499 (APPL)     |
| OLD WORLD STYLE                         | 4354675             |
| PIZZA QUICK                             | 1125465             |
| PIZZA QUICK                             | 1322448             |
| RAGU                                    | 4351089             |
| RAGU                                    | 1716157             |
| RAGU (STYLISED)                         | 870188              |
| RAGU ALL NATURAL (STYLISED)<br>& DESIGN | 3489194             |
| ROBUSTO!                                | 3871972             |
| VINEYARD PREMIUM COLLECTIONS            | 3616502             |

SCHEDULE B  
ASSIGNMENT OF TRADEMARKS FROM CONOPCO, INC.  
TO R&B FOODS, INC. IN THE UNITED STATES  
(INTENT-TO-USE APPLICATIONS)

| <u>TRADEMARK</u>                               | <u>APPL NO.</u> |
|--|-----------------|
| GONDOLA DESIGN                                 | 85504257 (APPL) |
| MEAT CREATIONS                                 | 86083030 (APPL) |
| OLD WORLD STYLE (STYLISED) & DESIGN            | 85504251 (APPL) |
| RAGU EXPRESS                                   | 77916539 (APPL) |
| RAGU TRUSTED SINCE 1937 (STYLISED)<br>& DESIGN | 86081135 (APPL) |