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Tab settings

To the Honorable Commissioner of P

101979321

Attached original documents or copy thereof.

1. Name of conveying party(ies):

Conager, Inc

- Individual(s)
- General Partnership
- Corporation-State N.Y.
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached?  Yes  No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: 1st of Apr. 18, 1995

2. Name and address of receiving party(ies)

Name: Vanderburgh Foods, Inc

Internal Address:

Street Address: 501 Silveride Road

City: Wilmington State: DE ZIP: 19809

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Delaware
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No

(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached?  Yes  No

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,890,004

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Roland Rodriguez

Internal Address: Vanderburgh United States, Inc

Street Address: 390 Park Avenue

City: New York State: NY ZIP: 10022

6. Total number of applications and registrations involved:  1

7. Total fee (37 CFR 3.41).....\$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

21-0043

(Attach duplicate copy of this page if paying by deposit account)

02/08/2002 AMMED1 00000080 210043 1890004

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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Roland Rodriguez

Name of Person Signing

[Signature]

Signature

1/9/02

Date

Total number of pages including cover sheet, attachments, and document: 3

Mail documents to be recorded with required cover sheet information to: Commissioner of Patents & Trademarks, Box Assignments Washington, D.C. 20231

TRADEMARK REEL: 002440 FRAME: 0536

## ASSIGNMENT

WHEREAS, Conopco, Inc., a corporation organized under the laws of the State of New York, with its address at 390 Park Avenue, New York, New York 10022 (hereinafter called ASSIGNOR) is owner of Trademark Registration No. 1,890,004 of PROMISE ULTRA registered in the United States Patent and Trademark Office; and

WHEREAS, Van den Bergh Foods, Inc., a corporation organized under the laws of the State of Delaware, with its address at 501 Silverside Road, Wilmington, Delaware 19809 (hereinafter called ASSIGNEE) is desirous of acquiring the above-identified trademark registration therefor,

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR does hereby assign to ASSIGNEE the entire right, title and interest in and to the said trademark registration therefor, together with the goodwill of its business connected with and symbolized by the mark.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this Assignment to be executed effective as of the 18<sup>th</sup> day of April, 1995.

CONOPCO, INC.



David J. Strickland, III  
Assistant Secretary