



04-24-2000

T
Y D

Docket No.:

0109709-001

03-27-2000



Tat U.S. Patent & TMO TM Mail RcptDt. #61

To the honorable Commissioner of Patents

101330723

Attached original documents or copy thereof.

1. Name of conveying party(ies): **mic**
3.27.00
 Roseland Distribution Company
 426 Eagle Rock Avenue
 c/o B&G Foods, Inc.
 Roseland, New Jersey 07068

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

Additional names(s) of conveying party(ies) Yes No

2. Name and address of receiving party(ies):
 Name: **M. Polaner, Inc.**
 Internal Address: _____
 Street Address: **1655 Littleton Road**
 City: **Parsippany** State: **NJ** ZIP: **07054**

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

If assignee is not domiciled in the United States, a domestic designation is Yes N
 (Designations must be a separate document from Additional name(s) & address(es) Yes N

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other

Execution Date: **December 2, 1999**

4. Application number(s) or registration numbers(s):
 A. Trademark Application No.(s)
 B. Trademark Registration No.(s)

1,832,827	1,751,430	987,993
1,497,875	1,961,765	1,650,259
596,870	1,545,485	1,123,759

Additional numbers Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: **Sana Hakim, Esq.**
 Internal Address: **Bell, Boyd & Lloyd LLC**
 Street Address: **P.O. Box 1135**
 City: **Chicago** State: **IL** ZIP: **60690**

6. Total number of applications and registrations involved: **9**

7. Total fee (37 CFR 3.41): \$ **240.00**
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number: _____

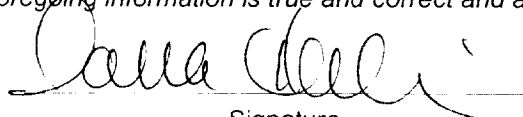
04/24/2000 JJALLAH2 00000076 1832827

DO NOT USE THIS SPACE

01 FC:481
02 FC:482

40.00 DP
200.00 DP

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.

Sana Hakim, Esq.  **March 27, 2000**
 Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and



ASSIGNMENT OF TRADEMARKS

WHEREAS, ROSELAND DISTRIBUTION COMPANY, a Delaware corporation, having its principal offices at 426 Eagle Rock Avenue, c/o B&G Foods, Inc., Roseland, New Jersey 07068, has adopted, used, is using and is the owner of trademarks which are now registered in the United States Patent and Trademark Office listed in the attached Schedule A.

WHEREAS, M. POLANER, INC., a Delaware corporation, having its principal offices at 1655 Littleton Road, Parsippany, New Jersey 07054, is desirous of acquiring said trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ROSELAND DISTRIBUTION COMPANY, hereby assigns to M. POLANER, INC. all right, title and interest in and to said trademarks as identified in Schedule A, together with all common law rights and goodwill of the business symbolized by said trademarks, all causes of action for damages by reason of past, present or future infringement thereof, and all income, royalties or payments due as of the date hereof or hereafter.

ROSELAND DISTRIBUTION COMPANY

Dated: Dec 2, 1999

By: [Signature]

STATE OF New Jersey)
)
COUNTY OF Essex) ss:

On this 2 day of December, 1999, David Wenner personally appeared before me, who is known by me to be the President of B-G Foods, Inc., the assignor above named, and acknowledged that he executed the foregoing Assignment of Trademarks on behalf of said assignor and pursuant to authority duly received.

Notary Public

Beverly A. Bennett

BEVERLY A. BENNETT
NOTARY PUBLIC OF NEW JERSEY
Commission Expires 4/25/2002

SCHEDULE 1

REGISTRATIONS

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
ALL FRUIT	1,832,827	April 26, 1994
DON'T DARE CALL IT JELLY! (AND DESIGN)	1,751,430	February 9, 1993
JAM LOVER'S (AND DESIGN)	987,993	July 9, 1974
MAX AMS	1,497,875	July 26, 1988
POLANER	1,961,765	March 12, 1996
POLANER	1,650,259	July 9, 1991
POLANER	596,870	October 12, 1954
POLANER FANCY FRUIT	1,545,485	June 27, 1989
WHITE CAP	1,123,759	August 7, 1979