

07-05-2002

RK OFFICE

Docket No. 07100.0000



102144964

1 RM COVER SHEET

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New 06/28/02
- Resubmission (Non-Recordation)  
Document ID # \_\_\_\_\_
- Correction of PTO Error  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_
- Corrective Document  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_

Conveyance Type

- Assignment
- License
- Security Agreement
- Nunc Pro Tunc Assignment  
Effective Date  
Month Day Year  
03 28 1996
- Merger
- Change of Name
- Other \_\_\_\_\_

Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year  
06 05 2002

Name John Morrell & Co.

Formerly \_\_\_\_\_

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association
- Other \_\_\_\_\_
- Citizenship/State of Incorporation/Organization Delaware

Receiving Party

Mark if additional names of receiving parties attached

Name JonMor Investments, Inc.

DBA/AKA/TA \_\_\_\_\_

Composed of \_\_\_\_\_

Address (line 1) 3411 Silverside Road

Address (line 2) 103 Baynard Building

Address (line 3) Wilmington

City

DE

State/Country

19810

Zip Code

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association
- Other \_\_\_\_\_
- Citizenship/State of Incorporation/Organization Delaware

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

FOR OFFICE USE ONLY

07/03/2002 LMUELLER 00000198 2287146

01 FC:481

40.00 DP

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

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name \_\_\_\_\_

Address (line 1) \_\_\_\_\_

Address (line 2) \_\_\_\_\_

Address (line 3) \_\_\_\_\_

Address (line 4) \_\_\_\_\_

**Correspondent Name and Address**

Area Code and Telephone Number 703-770-7971

Name Eric T. Fingerhut

Address (line 1) 1650 Tysons Boulevard

Address (line 2) 13th Floor

Address (line 3) McLean, VA 22102

Address (line 4) \_\_\_\_\_

**Pages** Enter the total number of pages of the attached conveyance document including any attachments. # 1

**Trademark Application Number(s) or Registration Number(s)**  Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2287146  
\_\_\_\_\_  
\_\_\_\_\_

**Number of Properties** Enter the total number of properties involved. # 1

**Fee Amount** Fee Amount for Properties Listed (37 CFR 3.41): \$ 40.00

Method of Payment: Enclosed  Deposit Account

Deposit Account (Enter for payment by deposit account or if additional fees can be charged to the account.)

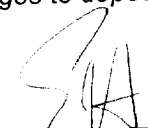
Deposit Account Number: # \_\_\_\_\_

Authorization to charge additional fees: Yes  No

**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. Charges to deposit account are authorized, as indicated herein.

Eric T. Fingerhut  
Name of Person Signing

  
Signature

6/27/02  
Date Signed

ASSIGNMENT OF TRADEMARK

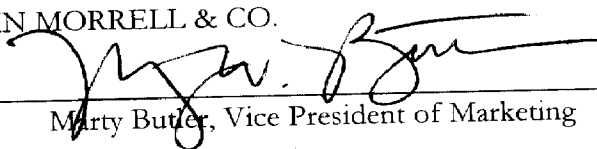
WHEREAS, JOHN MORRELL & CO., a Delaware corporation having a principal place of business at 805 East Kemper Road, Cincinnati, Ohio 45246 (hereinafter "ASSIGNOR") is the owner of the trademark DINNER BELL and United States Registration No. 2,287,146 of said mark; and

WHEREAS, JONMOR INVESTMENTS, INC., a Delaware corporation having a principal place of business at 3411 Silverside Road, 103 Baynard Building, Wilmington, Delaware 19810 (hereinafter "ASSIGNEE") has acquired all of ASSIGNOR's rights, title and interest in and to the trademark DINNER BELL, the goodwill symbolized thereby, and United States Registration No. 2,287,146 of said mark, and is desirous of making said acquisition of record;

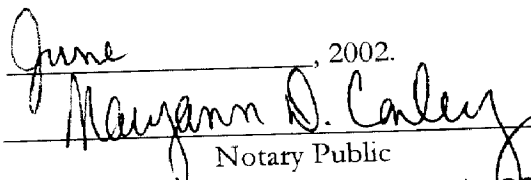
NOW, THEREFORE, for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby mutually acknowledged, ASSIGNOR confirms that it sold, assigned, transferred and conveyed and does hereby sell, assign, transfer and convey to ASSIGNEE all rights, title and interest in and to the trademark DINNER BELL, the goodwill symbolized thereby, and the United States Registration No. 2,287,146 of said mark, *nunc pro tunc* as of March 28, 1996.

The United States Patent and Trademark Office is hereby authorized to deliver to Assignee, its attorneys, agents, successors or assigns, all official documents and communications as may be warranted by this assignment.

JOHN MORRELL & CO.

By:   
Marty Butler, Vice President of Marketing

Date: 6-5-02

Subscribed and sworn to before me this 20<sup>th</sup> day of June, 2002.  
  
Notary Public

MARYANN D. CONLEY  
NOTARY PUBLIC, STATE OF OHIO  
My Commission Expires: MY COMMISSION EXPIRES 09-18-06

SEAL