

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ConAgra Foods, Inc.		05/31/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	ConAgra Foods Packaged Foods Company, Inc.		
Street Address:	One ConAgra Drive		
City:	Omaha		
State/Country:	NEBRASKA		
Postal Code:	68102		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	72195579	DIET-WISE	
Serial Number:	72196723	JOE SCHMID'S	
Serial Number:	72196724	BEAVER	
CORRESPONDENCE DATA			
Fax Number:	(402)952-6870		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(402) 341-3070		
Email:	tdeutmeyer@mcgrathnorth.com		
Correspondent Name:	Tracy L. Deutmeyer		
Address Line 1:	Suite 3700 First National Tower		
Address Line 2:	1601 Dodge Street		
Address Line 4:	Omaha, NEBRASKA 68102		
NAME OF SUBMITTER:	Tracy L. Deutmeyer		
Signature:	/Tracy L. Deutmeyer/		

OP \$90.00 72195579

Date:

06/01/2006

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is made effective as of this 31ST day of MAY, 2006, by and between ConAgra Foods, Inc., a Delaware corporation, ("Assignor"), and ConAgra Foods Packaged Foods Company, Inc., a Delaware corporation, ("Assignee").

WHEREAS, Assignor, having its principal offices at One ConAgra Drive, Omaha, Nebraska 68102 is the owner of the trademark(s) and the associated registration(s) and/or application(s) for registration thereof existing in the United States Patent and Trademark Office listed on Exhibit A attached hereto (collectively, the "Marks").

WHEREAS, Assignor has assigned to Assignee the portion of the business of Assignor to which the Marks pertain, and such business is ongoing and existing.

WHEREAS, Assignee, having its principal offices at One ConAgra Drive, Omaha, Nebraska 68102, is desirous of acquiring all right, title and interest in and to said Marks.

NOW, THEREFORE, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States in and to said trademarks, together with the goodwill of the business symbolized by said trademarks and any registrations or future registrations thereof.

CONAGRA FOODS, INC.,
Assignor

By: Scott E Messel

Name: Scott E. Messel

Title: Senior Vice President, Treasurer/Assistant
Corporate Secretary

EXHIBIT A

<u>Mark</u>	<u>Serial Number</u>
DIET-WISE	72195579
JOE SCHMID'S	72196723
BEAVER	72196724