

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ConAgra Grocery Products Company		11/28/2004	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: 1			
Property Type	Number	Word Mark	
Serial Number:	75643604	BECAUSE LIFE IS SWEET AND A LITTLE CRUNCHY!	
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:	1601 Dodge Street		
Address Line 2:	Suite 3700, First National Tower		
Address Line 4:	Omaha, NEBRASKA 68102		
NAME OF SUBMITTER:	Tracy L. Deutmeyer		
Signature:	/Tracy L. Deutmeyer/		
Date:	07/24/2006		

OP \$40.00 75643604

Total Attachments: 1
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TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is made effective as of the 28th day of November, 2004, by and between ConAgra Grocery Products Company, a Delaware corporation, ("Assignor"), and ConAgra Foods Packaged Foods Company, Inc., a Delaware corporation, ("Assignee").

WHEREAS, Assignor, having its principal offices at 3353 Michelson Drive, Irvine, California 92612 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, Assignee, having its principal offices at 215 West Diehl Road, Naperville, Illinois 60515, 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 GROCERY PRODUCTS COMPANY,
Assignor

By: Scott E Messel
Name: Scott E. Messel
Title: Vice President, Treasurer and Secretary