

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	10/01/2006

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
CONAGRA FOODS PACKAGED FOODS COMPANY, INC.		10/01/2006	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	MAMA ROSA'S LLC
Street Address:	8016 State Line Road
Internal Address:	Suite 215
City:	Shawnee Mission
State/Country:	KANSAS
Postal Code:	66208
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 7**

Property Type	Number	Word Mark
Registration Number:	1493392	MAMA ROSA'S
Registration Number:	1879961	MAMA ROSA'S
Registration Number:	2428472	MAMA ROSA'S BY THE SLICE
Registration Number:	2409419	MINI MAMA'S
Registration Number:	1478896	OUR OLD ITALIAN BRAND
Registration Number:	1896371	OLD ITALIAN BRAND
Registration Number:	2913430	LUNCH AROUND

**CORRESPONDENCE DATA**

Fax Number: (314)231-1776  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 314-889-8000

CH \$190.00 1493392

Email: uspt@pswslaw.com  
Correspondent Name: Matthew J. Smith  
Address Line 1: 100 S. Fourth St.  
Address Line 2: Suite 1100  
Address Line 4: St. Louis, MISSOURI 63102

ATTORNEY DOCKET NUMBER:	030187-110929
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NAME OF SUBMITTER:	Matthew J. Smith
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Signature:	/Matthew J. Smith/
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Date:	10/26/2006
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U.S. TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is entered into by and between CONAGRA FOODS PACKAGED FOODS COMPANY, INC., a Delaware corporation ("Assignor"), and MAMA ROSA'S LLC, a Delaware limited liability company ("Assignee").

WHEREAS, Assignor is the owner of the following trademarks and the associated registrations and/or applications for registration thereof existing in the United States ("Trademarks"):

<u>Trademarks</u>	<u>Appl. / Reg. No.</u>
MAMA ROSA'S	Reg. No. 1,493,392
MAMA ROSA'S AND DESIGN	Reg. No. 1,879,961
MAMA ROSA'S BY THE SLICE AND DESIGN	Reg. No. 2,428,472
MINI MAMA'S	Reg. No. 2,409,419
OUR OLD ITALIAN BRAND	Reg. No. 1,478,896
OUR OLD ITALIAN BRAND AND DESIGN	Reg. No. 1,896,371
LUNCH AROUND	Reg. No. 2,913,430

WHEREAS, Assignee is desirous of acquiring all right, title and interest in and to said Trademarks.


NOW THEREFORE, be it known that for Ten Dollars (US\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's right, title and interest in the United States in and to said Trademarks, together with the goodwill of the business symbolized by said Trademarks, any future registrations of said Trademarks, all common law rights associated with said Trademarks, all causes of action and other rights that may be asserted under said Trademarks, the right to sue third parties for infringement of or improper activities regarding said Trademarks, and the right to enjoy all of the monetary benefits obtained as a result of any such litigation, the same to be held and enjoyed by Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.

Signed this 15<sup>th</sup> day of October, 2006.

CONAGRA FOODS PACKAGED FOODS COMPANY, INC., a Delaware corporation

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

MAMA ROSA'S LLC, a Delaware limited liability company

By:   
Name: James Dalton  
Title: Vice President

U.S. TRADEMARK ASSIGNMENT

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WHEREAS, Assignor is the owner of the following trademarks and the associated registrations and/or applications for registration thereof existing in the United States ("Trademarks"):

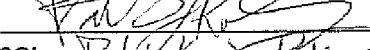
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Signed this 1<sup>st</sup> day of October, 2006.

CONAGRA FOODS PACKAGED FOODS COMPANY, INC., a Delaware corporation

By:   
Name: Patrick J. Foley  
Title: Vice President

MAMA ROSA'S LLC, a Delaware limited liability company

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_