

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet 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 |
| JOHN MORRELL & CO. | | 02/09/2007 | CORPORATION: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | JONMOR INVESTMENTS, INC. | | |
| Street Address: | 3411 Silverside Road | | |
| Internal Address: | 103 Baynard Building | | |
| City: | Wilmington | | |
| State/Country: | DELAWARE | | |
| Postal Code: | 19810 | | |
| Entity Type: | CORPORATION: DELAWARE | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 0980454 | KNEIP | |
| Registration Number: | 1575309 | MOSEY'S | |
| Registration Number: | 1576618 | MOSEY'S | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (215)851-1420 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 215-851-8100 | | |
| Email: | philpdocketing@reedsmith.com | | |
| Correspondent Name: | Louis M. Heidelberger, Esq. | | |
| Address Line 1: | Reed Smith, LLP, P.O. Box 7990 | | |
| Address Line 2: | Intellectual Property | | |
| Address Line 4: | Philadelphia, PENNSYLVANIA 19101-7990 | | |
| ATTORNEY DOCKET NUMBER: | 965160.60008 | | |
| NAME OF SUBMITTER: | Carl H. Pierce, Esq. | | |

OP \$90.00 0980454

Signature:

/Carl H. Pierce, Esq./

Date:

02/12/2007

Total Attachments: 3

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CONFIRMATORY ASSIGNMENT

WHEREAS, JOHN MORRELL & CO., a corporation of the State of Delaware having its principal offices at 805 East Kemper Road, Cincinnati, Ohio 45246, United States of America, hereinafter referred to as "ASSIGNOR", has held certain ownership rights in and to certain trademarks as identified on Exhibit A (hereinafter the "TRADEMARKS"), attached hereto;

WHEREAS, ASSIGNOR assigned ownership rights in and to the TRADEMARKS, to Jonmor Investments, Inc, a corporation of the State of Delaware having a place of business at 3411 Silverside Road, 103 Baynard Building, Wilmington, Delaware, 19810, United States Of America, (hereinafter "ASSIGNEE");

WHEREAS, the ASSIGNOR wishes to acknowledge the assignment of all ownership rights in and to the TRADEMARKS to ASSIGNEE;

WHEREAS, the ASSIGNOR wishes to assign any of said certain ownership rights remaining in and with the ASSIGNOR, in and to ASSIGNEE;

NOW, THEREFORE, in consideration of the sum of One U.S. Dollar, and other good and valuable executed consideration, the full receipt and sufficiency of all of which are hereby acknowledged, and intending to be legally bound hereby, the undersigned ASSIGNOR hereby acknowledges and confirms the assignment, transference, and conveyance to ASSIGNEE of the whole and entire right, title and interest in and to the TRADEMARKS, and agrees to sell, assign, transfer and convey, and does hereby sell, assign, transfer and convey, unto ASSIGNEE, any and all, if any, right, title and interest remaining in and with the ASSIGNOR in and to the TRADEMARKS;

ASSIGNOR hereby covenants, agrees and will undertake to execute, whenever requested by ASSIGNEE, all trademark applications, trademark registrations, assignments, lawful oaths, and

any other papers which ASSIGNEE may deem necessary or desirable for securing to ASSIGNEE, or for maintaining unto ASSIGNEE, all rights hereby confirmed as assigned, assigned, or agreed to be assigned, all without further compensation to the undersigned ASSIGNOR.

JOHN MORRELL & CO.

By: Ronald W. Easterday

Title: VICE PRESIDENT

Date: FEBRUARY 9, 2007

STATE OF Ohio)
) ss.
COUNTY OF Hamilton)

BE IT KNOWN, that on this 9th day of February, 2007, before me personally came Ronald W. Easterday, to me known to be the person mentioned in and who executed the foregoing Assignment, and he/she acknowledged to me that he/she executed the same as his/her free act and deed for the use and purposes therein mentioned.

Maryann D. Conley
Notary Public



MARYANN D. CONLEY
Notary Public, State of Ohio
My Commission Expires 09-18-2011

TRADEMARK
REEL: 003479 FRAME: 0618

EXHIBIT A

TRADEMARKS

| <u>Trademark</u> | <u>Registration No.</u> (Application No.) | <u>Country</u> |
|------------------|--|---------------------------------------|
| KNEIP & Design | 980,454 (72/447,035) | United States |
| MOSEY'S | 1,575,309 (73/799,227) | United States |
| MOSEY'S & Design | 1,576,618 (73/799,228) | United States |
| MOSEY'S & Design | 263156 (8147/1992) | Korea |
| WINDSOR | None | United States common law trademark |
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