

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
Primera Foods Corporation		03/19/2010	CORPORATION: WISCONSIN
RECEIVING PARTY DATA			
Name:	IFP, Inc.		
Street Address:	2125 Airport Drive		
City:	Faribault		
State/Country:	MINNESOTA		
Postal Code:	55021		
Entity Type:	CORPORATION: MINNESOTA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2652595	PRIMECAP	
CORRESPONDENCE DATA			
Fax Number:	(303)607-3600		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	303-607-3500		
Email:	trademarkdnvr@faegre.com		
Correspondent Name:	Leslie P. Kramer		
Address Line 1:	1700 Lincoln Street		
Address Line 2:	3200 Wells Fargo Center		
Address Line 4:	Denver, COLORADO 80203-4532		
ATTORNEY DOCKET NUMBER:	59703-387097		
NAME OF SUBMITTER:	Leslie P. Kramer		
Signature:	/Leslie P. Kramer/		
Date:	03/25/2010		

OP \$40.00 2652595

Total Attachments: 1

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Trademark Assignment

WHEREAS, Primera Foods Corporation, a Corporation under the laws of Wisconsin, with a principal address of 612 South 8th Street, Cameron, Wisconsin 54822 ("Assignor"), is the record owner of the following United States trademark application(s) and/or registration(s):

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
PRIMECAP	2652595	11/9/2002

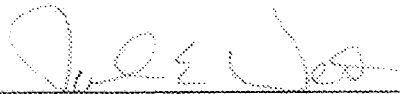
(the "Mark");

WHEREAS, IFP, Inc., a Corporation under the laws of Minnesota, with a principal address of 2125 Airport Drive, Faribault, Minnesota 55021 (the "Assignee"), is desirous of acquiring the Mark and all title and rights thereunder, together with the goodwill of the business with which the Mark is used and which is symbolized by the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark, including any registration of the Mark, together with the goodwill of the business symbolized by the Mark, all common law rights related to the Mark, all rights of renewal and extension, and the right to recover for damages and profits for past, present, and future infringements thereof.

Primera Foods Corporation

Date: March 19th 2010

By 

Name: John E. West

Title: Chief Financial Officer

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