

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

| | |
|------------------------------|---|
| SUBMISSION TYPE: | CORRECTIVE ASSIGNMENT |
| NATURE OF CONVEYANCE: | Corrective Assignment to correct the the state of incorporation of the receiving party, Michael Foods of Delaware, Inc., a Minnesota corporation previously recorded on Reel 004250 Frame 0590. Assignor(s) hereby confirms the the receiving party is Michael Foods of Delaware, Inc., a Delaware corporation. |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|-------------------|----------|----------------|------------------------|
| Northern Star Co. | | 07/12/2010 | CORPORATION: MINNESOTA |

RECEIVING PARTY DATA

| | |
|--------------------------|---------------------------------|
| Name: | Michael Foods of Delaware, Inc. |
| Street Address: | 301 Carlson Parkway |
| Internal Address: | Suite 300 |
| City: | Minneapolis |
| State/Country: | MINNESOTA |
| Postal Code: | 55303 |
| Entity Type: | CORPORATION: DELAWARE |

PROPERTY NUMBERS Total: 3

| Property Type | Number | Word Mark |
|----------------------|---------|-----------------|
| Registration Number: | 1596986 | SIMPLY POTATOES |
| Registration Number: | 2374745 | SIMPLY POTATOES |
| Registration Number: | 2471488 | DINER'S CHOICE |

CORRESPONDENCE DATA

Fax Number: (612)335-1657
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 612-335-1448
 Email: eric.paulsrud@leonard.com
 Correspondent Name: Eric D. Paulsrud
 Address Line 1: 150 South 5th Street
 Address Line 2: Suite 2300
 Address Line 4: Minneapolis, MINNESOTA 55402

900192424

TRADEMARK
REEL: 004545 FRAME: 0474

OP \$90.00 1596986

| | |
|---|--------------------|
| ATTORNEY DOCKET NUMBER: | 13992.00254 |
| NAME OF SUBMITTER: | Eric D. Paulsrud |
| Signature: | /Eric D. Paulsrud/ |
| Date: | 05/20/2011 |
| Total Attachments: 5 source=Assignment - Corrective Info - Northern Star to Michael Foods of Delaware#page1.tif source=Assignment - Corrective Info - Northern Star to Michael Foods of Delaware#page2.tif source=Assignment - Corrective Info - Northern Star to Michael Foods of Delaware#page3.tif source=Assignment - Corrective Info - Northern Star to Michael Foods of Delaware#page4.tif source=Assignment - Corrective Info - Northern Star to Michael Foods of Delaware#page5.tif | |

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 |
| Northern Star Co. | | 07/12/2010 | CORPORATION: MINNESOTA |
| RECEIVING PARTY DATA | | | |
| Name: | Michael Foods of Delaware, Inc. | | |
| Street Address: | 301 Carlson Parkway | | |
| Internal Address: | Suite 300 | | |
| City: | Minneapolis | | |
| State/Country: | MINNESOTA | | |
| Postal Code: | 55303 | | |
| Entity Type: | CORPORATION: MINNESOTA | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 1596986 | SIMPLY POTATOES | |
| Registration Number: | 2374745 | SIMPLY POTATOES | |
| Registration Number: | 2471488 | DINER'S CHOICE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (612)492-7077 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 6124927043 | | |
| Email: | lrand@fredlaw.com | | |
| Correspondent Name: | Stephen R. Bergerson | | |
| Address Line 1: | 200 S. 6th Street | | |
| Address Line 2: | Suite 4000 | | |
| Address Line 4: | Minneapolis, MINNESOTA 55402 | | |
| ATTORNEY DOCKET NUMBER: | NORTHERN STAR CO. | | |
| NAME OF SUBMITTER: | Stephen R. Bergerson | | |

OP \$90.00 1596986

900168167

TRADEMARK
REEL: 004250 FRAME: 0590

TRADEMARK
REEL: 004545 FRAME: 0476

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|--|------------------------|
| Signature: | /Stephen R. Bergerson/ |
| Date: | 07/29/2010 |
| Total Attachments: 2 source=20100729163131#page1.tif source=20100729163131#page2.tif | |

TRADEMARK
REEL: 004250 FRAME: 0591

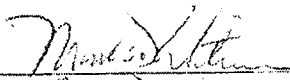
TRADEMARK
REEL: 004545 FRAME: 0477

ASSIGNMENT

The undersigned, Northern Star Co., the full post office address of whose principal office or place of business is 3171 Fifth Street, Minneapolis, Minnesota 55414, United States of America, in consideration of the sum of \$1.00 (One Dollar) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, does hereby sell, assign and transfer to Michael Foods of Delaware, Inc., whose full post office address is Suite 300, 301 Carlson Parkway, Minneapolis, Minnesota, 55303, United States of America, its successors and assigns forever, all of its right, title and interest in, to and under, the trade-mark listed in Schedule A attached hereto, including all of the goodwill of the business appertaining to said trade-mark.

EXECUTED at Minnetonka, MN, on this 12th day of July, 2010.

NORTHERN STAR CO.

By: 
Name: Mark D. Larson
Title: Treasurer

TOR 4398486

TRADEMARK
REEL: 004250 FRAME: 0592

TRADEMARK
REEL: 004545 FRAME: 0478

SCHEDULE A

| Registration No. | Registration Date | Trademark |
|------------------|-------------------|-----------------|
| 1,596,986 | 5/15/1990 | SIMPLY POTATOES |
| 2,374,745 | 8/8/2000 | SIMPLY POTATOES |
| 2,471,488 | 7/24/2001 | DINER'S CHOICE |

RECORDED: 07/29/2010

TRADEMARK
REEL: 004250 FRAME: 0593

TRADEMARK
REEL: 004545 FRAME: 0479



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BUSINESS ORGANIZATIONS INQUIRY - VIEW ENTITY

| | | | |
|---------------------------------|----------|-------------------------------------|---------------------|
| Filing Number: | 39329 | Entity Type: | Foreign Corporation |
| Original Date of Filing: | 4/1/1987 | Entity Status: | Active |
| Non-profit: | | Good Standing: | 2010 |
| | | (date of last annual filing) | |

Name: MICHAEL FOODS OF DELAWARE, INC.
Registered Office Address: 301 Carlson Pkwy #400
 Mtka, MN, 55305--537
Home State: DE

Agent Name: Carolyn V. Wolski

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