

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM403068

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Frontera Foods, Inc.		09/26/2016	Corporation: ILLINOIS
RECEIVING PARTY DATA			
Name:	ConAgra Foods RDM, Inc.		
Street Address:	222 W. Merchandise Mart Plaza		
Internal Address:	Suite 1300		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60654		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2845224	MARACA	
CORRESPONDENCE DATA			
Fax Number:	3144801505		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	314-480-1500		
Email:	Nicole.Anderson@huschblackwell.com		
Correspondent Name:	Daan G. Erikson		
Address Line 1:	Husch Blackwell LLP		
Address Line 2:	190 Carondelet Plaza, Suite 600		
Address Line 4:	St. Louis, MISSOURI 63105		
ATTORNEY DOCKET NUMBER:	500627.1844		
NAME OF SUBMITTER:	Daan G. Erikson		
SIGNATURE:	/Daan G. Erikson/		
DATE SIGNED:	10/24/2016		
Total Attachments: 6			
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Trademark Assignment Agreement

THIS TRADEMARK ASSIGNMENT AGREEMENT (this "Agreement") is entered into as of September 26, 2016, by and between ConAgra Foods RDM, Inc., a Delaware corporation ("Assignee"), and Frontera Foods, Inc., an Illinois corporation ("Assignor"). Capitalized terms used herein and not defined shall have the meanings given to them in the Purchase Agreement (as defined below).

RECITALS:

- (a) Assignor and ConAgra Foods Packaged Foods, LLC, an affiliate of Assignee, among others, have entered into that certain Asset Purchase Agreement dated September 3, 2016 ("Purchase Agreement") relating to the acquisition by Assignee of certain assets from Assignor, including the trademarks and service marks listed on Exhibit 1 hereto ("Trademarks").
- (b) This Agreement is being executed pursuant to the Purchase Agreement.

AGREEMENT:

NOW, THEREFORE, in consideration of the Recitals set forth above, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereby agree as follows:

- 1. Assignor hereby irrevocably sells, transfers, assigns, conveys and delivers to Assignee, all of Assignor's right, title and interest in and to the Trademarks, including, without limitation, (i) the goodwill associated with the Trademarks, (ii) all common law rights associated with the Trademarks, and (iii) the resulting rights to recover damages and profits for past, present or future infringements or unauthorized use thereof, with the right to sue for, and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment and sale had not been made.
- 2. Assignor hereby acknowledges and agrees that from and after the date hereof, Assignee shall be the exclusive owner of the Trademarks.
- 3. Assignor hereby authorizes and requests any agency having jurisdiction over the ownership of the Trademarks to record Assignee as the owner of the Trademarks.
- 4. Assignor further agrees that should additional documentation of the assignment or further acts be required to protect, secure, vest and record good title to the Trademarks in Assignee, Assignor will, without further consideration, promptly provide or execute such other documents or take such further acts as may be reasonably necessary upon Assignee's reasonable request, including reasonable cooperation and assistance in the prosecution or defense of any proceeding that may arise in connection with any of the rights assigned hereby. In the event that Assignor is unable for any reason whatsoever to secure the necessary signatures to any document Assignee is required to execute pursuant to the foregoing, Assignor hereby irrevocably designates and appoints Assignee and its duly authorized officers and agents power of attorney to execute and file any such document and to do all other lawfully permitted acts to further the purposes of the foregoing with the same legal force and effect as if executed by Assignor. This power of attorney will be deemed coupled with an interest and will

be irrevocable.

5. The Trademarks are being transferred by Assignor to Assignee, and assumed by Assignee, pursuant to the Purchase Agreement. In the event of a conflict between the terms and conditions of this Agreement and the terms and conditions of the Purchase Agreement, the terms and conditions of the Purchase Agreement shall govern, supersede and prevail. Notwithstanding anything to the contrary in this Agreement, nothing herein is intended to, nor shall it, extend, amplify, or otherwise alter the representations, warranties, covenants and obligations of the parties contained in the Purchase Agreement or the survival thereof.

6. Assignor and Assignee acknowledge that the MARACA & Design trademark (US Reg. No. 2,845,224) was identified in the Purchase Agreement as an Excluded Asset. However, Assignor and Assignee hereby acknowledge, agree and confirm that the MARACA & Design trademark (US Reg. No. 2,845,224) is included on Exhibit 1 hereto and constitutes a Purchased Asset (as an item of Registered Intellectual Property).

7. This Agreement may be executed in two or more counterparts, each of which shall be deemed an original and all of which taken together shall constitute one and the same instrument. This Agreement may be executed and delivered by facsimile transmission, or by .pdf, .tif, .gif, .jpeg or similar attachment to electronic mail shall be treated in all manner and respects as an original executed counterpart and shall be considered to have the same binding legal effect as if it were the original signed version thereof delivered in person.

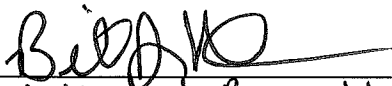
8. This Agreement and the legal relations among the parties hereto shall be governed by and construed in accordance with the laws of the State of Delaware applicable to contracts made and performed in Delaware.

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IN WITNESS WHEREOF, the parties have caused this Trademark Assignment Agreement to be executed as of the date first written above.

ASSIGNEE:

ConAgra Foods RDM, Inc.

By: 
Its: Authorized Representative

ASSIGNOR:

Frontera Foods, Inc.

By: _____
Its: _____

Signature Page - Trademark Assignment

TRADEMARK
REEL: 005908 FRAME: 0307

IN WITNESS WHEREOF, the parties have caused this Trademark Assignment Agreement to be executed as of the date first written above.

ASSIGNEE:

ConAgra Foods RDM, Inc.

ASSIGNOR:

Frontera Foods, Inc.

By: _____
Its: _____

By: Manuel Videla
Its: CEO

Signature Page - Trademark Assignment

EXHIBIT 1
TRADEMARKS

Mark	Country	Registration / Application Number
FRONTERA	US	86/909,690
FRONTERA	Canada	1722234
FRONTERA & Design	US	86/909,658
Red Fork Design	US	86/909,614
FRONTERA	US	2,193,005
FRONTERA	US	3,128,296
FRONTERA	US	3,514,787
FRONTERA	US	3,974,876
FRONTERA	US	4,376,765
FRONTERA	US	4,394,274
FRONTERA	Europe (CTM)	5867544
FRONTERA & Design	US	3,456,543
FRONTERA & Design	US	4,807,852
FRONTERA & Design	US	5,013,219
FRONTERA & Design	UK	2470682
MEXICAN EVERDAY	US	4,532,862
RED FORK	US	3,893,945
RED FORK	US	4,071,373
SALPICA & Design	US	2,547,780
SALPICA	Europe (CTM)	5867569

Mark	Country	Registration / Application Number
SALSA THAT COOKS	US	2,273,905
MARACA & Design	US	2,845,224