

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM415186

SUBMISSION TYPE:	RESUBMISSION
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
RESUBMIT DOCUMENT ID:	900390694

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Clougherty Packing, LLC		01/03/2017	Corporation: DELAWARE

RECEIVING PARTY DATA

Name:	Jonmor Investments, Inc.
Street Address:	3411 Silverside Road
Internal Address:	Baynard Building, Suite 103
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19810
Entity Type:	Corporation: DELAWARE

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Serial Number:	76103382	CALIFORNIA NATURAL
Serial Number:	72370772	FARMER JOHN
Serial Number:	86854117	FARMER JOHN
Serial Number:	77800612	FARMER JOHN SINCE 1931
Serial Number:	77900719	GET THE HOT DOG YOU EAT AT THE GAME, AT
Serial Number:	76355563	QUICK SERVE
Serial Number:	78159610	TABLE BRAND

CORRESPONDENCE DATA

Fax Number: 3024771332

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.

Phone: 302-477-1380

Email: jonmor@sffci.com

Correspondent Name: Jonmor Investments, Inc.

Address Line 1: 3411 Silverside Road

Address Line 2: Baynard Building, Suite 103

Address Line 4: Wilmington, DELAWARE 19810

NAME OF SUBMITTER:	Jeffrey A. Porter
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TRADEMARK

SIGNATURE:	/Jeffrey A. Porter/
DATE SIGNED:	02/07/2017
Total Attachments: 2 source=900390694#page1.tif source=900390694#page2.tif	

TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made by Clougherty Packing, LLC, a Delaware limited liability company (the "Assignor"), in favor of Jonmor Investments, Inc., a Delaware corporation (the "Assignee"), as of January 3, 2017.

WHEREAS, the Assignor is the sole owner of all of the right, title and interest in and to the trademarks and trademark registrations identified in Schedule 1 attached hereto (the "Trademarks");

WHEREAS, on the date hereof, Project Utah Acquisition, LLC, a Delaware limited liability company ("Parent"), acquired the sole membership interest in the Assignor pursuant to that certain Membership Interest Purchase Agreement (the "Purchase Agreement"), dated as of November 21, 2016, by and among Smithfield Foods, Inc., a Virginia corporation, and Hormel Foods Corporation, a Delaware corporation; and

WHEREAS, pursuant to that certain Trademark Purchase Agreement, dated as of the date hereof, by and between Parent and the Assignee, Parent has agreed to cause the Assignor to assign all right, title and interest in and to the Trademarks, together with the goodwill of the businesses associated with the Trademarks, to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby sells, assigns and transfers to the Assignee its entire right, title and interest in and to the Trademarks, together with the goodwill of the business associated with the Trademarks.

The Assignor agrees to take further actions and to do further things that the Assignee may reasonably request, including executing additional documents, in order to vest or perfect in the Assignee all right, title, and interest in and to the Trademarks.


This Assignment shall be effective for all purposes as of immediately after the Effective Time (as defined in the Purchase Agreement).

[Signature Page Follows]

IN WITNESS WHEREOF, the Assignor has duly executed and delivered this Assignment as of the date first written above.


CLOUGHERTY PACKING, LLC

By: Smithfield Foods, Inc.
Its: Manager

By: 
Name: Michael H. Cole
Its: Chief Legal Officer and Secretary



Acknowledged and agreed to as of January 3, 2017:

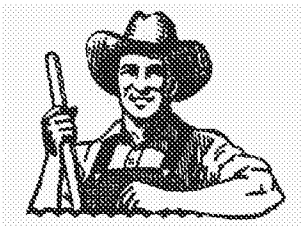

JONMOR INVESTMENTS, INC.


By: 
Name: Jeffrey A. Porter
Title: President



Schedule 1

Country	Trademark	App. No.	App. Date	Registration No.	Registration Date	Classes	Goods
Arizona	FARMER JOHN	19428	10/25/1978	19428	10/25/2008	46 (Nat'l)	bacon; pork sausage; wieners; head cheese; bologna; ham, salami; liver sausage luncheon loaf, pork links, offal; frozen meats; beef; liverwurst; smoked pork shoulder; pork chitterlings; lard; shortening made from meat and vegetable fats;
California	FARMER JOHN			47887	5/14/1970	46 (Nat'l)	bacon; pork sausage; wieners; head cheese; bologna; ham, salami; liver sausage luncheon loaf, pork links, offal; frozen meats; beef; liverwurst; smoked pork shoulder; pork chitterlings; lard; shortening made from meat and vegetable fats;

Country	Trademark	App. No.	App. Date	Registration No.	Registration Date	Classes	Goods
Hawaii	FARMER JOHN			43192	9/28/1978	46 (Nat'l)	bacon; pork sausage; wieners; head cheese; bologna; ham, salami; liver sausage luncheon loaf, pork links, offal; frozen meats; beef; liverwurst; smoked pork shoulder; pork chitterlings; lard; shortening made from meat and vegetable fats;
California	GOLDEN TRADITION	113070	11/14/2007	113070	11/21/2007	29	meat, ham
Japan	CALIFORNIA NATURAL	2000-083448	7/28/2000	4894920	09/16/2005	29	meat products made in USA
Honduras		5130/2002	4/3/2002	103.423	01/22/2008	29	meat
Japan	CALIFORNIA NATURAL	2000-083448	7/28/2000	4894920	09/16/2005	29	meat products made in USA
Japan		2001-007636	2/1/2001	4518826	11/02/2001	29	meats, bacon and other meat products

Country	Trademark	App. No.	App. Date	Registration No.	Registration Date	Classes	Goods
Japan		91241	12/27/1977	1501007	02/26/1982	29	shortening
South Korea		40-2009-48096	9/30/2009	40-851629	01/31/2011	29	bacon, fresh/raw hams, cooked hams, smoked hams, pork shoulders, sliced ham, boneless ham, subprimal cuts of beef, offal, bologna, liver sausage, salami, luncheon sausage, pimento sausage, wieners, smoked sausage, liverwurst, pork chitterlings, shortening, head cheese, pork saddle meat, beef, vienna sausage, sausage containing green peppers, pork sausage

Country	Trademark	App. No.	App. Date	Registration No.	Registration Date	Classes	Goods
South Korea		1996-30136	7/10/1996	412760	07/28/1998	29	cooked ham; smoked ham; sliced ham; boneless ham; bologna sausage; liver sausage; salami sausage; sausage for the luncheon; sausage containing green peppers; smoked sausage; liverwurst; pork sausage; chitterlings; bacon; saddle lean meat of pork; beef; cheese; shortening; vienna sausage; raw ham; small intestines of cattle
United States	CALIFORNIA NATURAL	76/103,382	8/3/2000	2,770,628	10/07/2003	29	meat
Arizona	CALIFORNIA NATURAL			36516	11/14/1995	29	meat
California	CALIFORNIA NATURAL			100797	1/12/1996	29	meat
Hawaii	CALIFORNIA NATURAL			4005354	11/13/2002	29	meat
Nevada	CALIFORNIA NATURAL			TM00280625	11/21/1995	29	meat

Country	Trademark	App. No.	App. Date	Registration No.	Registration Date	Classes	Goods
United States	FARMER JOHN	72/370, 772	9/16/1970	955,962	03/20/1973	39; 40	cold-storing for and delivering meat products to jobbers, warehouses or market chains and of retain meat markets and to institutional distributors at their request; processing meat products for jobbers, market chains, retain, meat markets and institutional distributors
United States	FARMER JOHN	86/854, 117	12/18/2015	5,012,673	08/02/2016	29	meat
United States		77/800, 612	8/10/2009	4,099,444	02/14/2012	29	meat; poultry; compositions containing meat fats
United States	GET THE HOT DOG YOU EAT AT THE GAME, AT HOME	77/900, 719	12/24/2009	3,878,057	11/16/2010	29	hot dogs; meat
United States	<i>Quick Serve</i>	76/355, 563	1/4/2002	3,087,910	05/02/2006	29	pre-cooked meats
United States		78/159, 610	8/30/2002	2,831,849	04/13/2004	29	meats

Country	Trademark	App. No.	App. Date	Registration No.	Registration Date	Classes	Goods
United States	FARMER JOHN, EXPERTS IN PORK FOR MORE THAN 70 YEARS			Common Law			meat
United States	GOLDEN TRADITION			Common Law			meats; ham
United States	TASTE THE LOCAL FLAVOR			Common Law			meat