



6-27-01
Tab Settings

To the Honorable Commissioner of Patents

101774418

d original documents or copy thereof.

1. Name of conveying party(ies):

H. J. Heinz Company

2. Name and address of receiving party(ies)

Name: WW Foods, LLC

Internal Address: Suite 604

Street Address: 877 West Main Street

City: Boise State: ID ZIP: 83702

- Individual(s)
- General Partnership
- Corporation-State
- Other
- Association
- Limited Partnership

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other Limited Liability Company

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

April 3, 2001

Execution Date: Effective: Sept. 29, 1999

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

MMD 6/27/01
See Schedule A attached

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Dean A. Bierkan, Esq.

Internal Address: H. J. Heinz Company

Street Address: 1062 Progress Street

City: Pittsburgh State: PA ZIP: 15212

6. Total number of applications and registrations involved: 36

7. Total fee (37 CFR 3.41).....\$ 915.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

08-1631

(Attach duplicate copy of this page if paying by deposit account)

07/11/2001 LINDLER 00000216 061631 1903730

DO NOT USE THIS SPACE

01 FC:481 40.00 CH
02 FC:482 875.00 CH

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Dean A. Bierkan

Name of Person Signing

Signature

06/25/2001

Date

Total number of pages including cover sheet, attachments, and document: 4

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents & Trademarks, Box Assignments TRADEMARK

Washington, D.C. 20231

REEL: 002327 FRAME: 0413

SCHEDULE A

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TRADEMARKS – UNITED STATES**REGISTRATIONS**

<u>Trademark</u>	<u>Registration No.</u>	<u>Regn. Date</u>
Arctic D'Lites	1,903,730	07/04/1995
Chocolate Mint Treat	1,299,225	10/09/1984
Cholesterol Watchers	1,281,762	06/12/1984
Cookie Dough Craze	1,893,715	05/09/1995
Daily Basics	1,848,951	08/09/1994
Frosted Treat	1,274,468	04/17/1984
Grand Collection	1,496,041	07/12/1988
Health Watchers	1,425,853	01/20/1987
Keep Your Balance	2,252,004	06/08/1999
Lose 10 lbs America Challenge And Design	2,034,070	01/28/1997
Oh! So Very Vanilla!	1,907,903	07/25/1995
Orange Vanilla Treat	1,266,802	02/14/1984
Personal Cuisine	1,652,768	07/30/1991
Personal Cuisine	1,663,542	11/05/1991
Positively Praline Crunch	1,891,805	04/25/1995
Reckless Rocky Road	1,900,048	06/13/1995
Salad Celebrations	1,903,712	07/04/1995
Smart Snackers	1,941,477	12/12/1995
Smart Snackers	1,945,994	01/02/1996
Sweet Celebrations	1,837,439	05/24/1994
Total Indulgence, Zero Guilt	1,901,085	06/20/1995
Total Indulgence, Zero Guilt	1,926,963	10/17/1995
Triple Chocolate Tornado	1,893,714	05/09/1995
Ultimate 90	1,566,171	11/14/1989

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TRADEMARK
REEL: 002327 FRAME: 0414

TRADEMARKS – UNITED STATES

REGISTRATIONS

<u>Trademark</u>	<u>Registration No.</u>	<u>Regn. Date</u>
Waist Watcher	1,380,689	01/28/1986
Weight Watcher	715,515	05/16/1961
Weight Watchers	826,163	03/21/1967
Weight Watchers	855,654	08/27/1968
Weight Watchers	868,745	04/29/1969
Weight Watchers	903,957	12/08/1970
Weight Watchers	1,331,149	04/16/1985
Weight Watchers	1,331,135	04/16/1985
Weight Watchers	1,331,082	04/16/1985
Weight Watchers	1,350,910	07/23/1985
Weight Watchers	1,684,274	04/28/1992
Weight Watchers (Script)	1,513,739	11/22/1988
Weight Watchers Chocolate Treat	1,484,467	04/12/1988

ASSIGNMENT

WHEREAS, H. J. Heinz Company, a Pennsylvania corporation, with offices located at 1062 Progress Street, Pittsburgh, Pennsylvania 15212, U.S.A., is the owner of certain trademark registrations and applications in the United States, a list of which is attached hereto as Schedule A; and

WHEREAS, WW Foods, LLC, a Delaware limited liability company, with an office located at 877 West Main Street, Suite 604, Boise, Idaho 83702, U.S.A., is desirous of acquiring all right, title and interest in and to the trademark registrations and applications in the United States;

NOW, THEREFORE, for good and valuable consideration, H. J. Heinz Company does hereby assign unto WW Foods, LLC all right, title and interest in and to the said trademarks and registrations and applications in the United States set forth in Schedule A, together with any goodwill symbolized by said trademarks, and said registrations and said applications for said trademarks.

EFFECTIVE DATE: September 29, 1999

Dated this 3rd day of April, 2001.

H. J. HEINZ COMPANY

(corporate seal)

By: *Jack W. Radke*
Name: Jack W. Radke
Title: Assistant Secretary

Subscribed and sworn to before me this 3rd day April, 2001.

Ann C. Lovell
Notary Public

(Notary seal)

Notarial Seal
Ann C. Lovell, Notary Public
Pittsburgh, Allegheny County
My Commission Expires Aug. 31, 2002
Member, Pennsylvania Association of Notaries