

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
J. R. Simplot Company		03/02/2006	CORPORATION: NEVADA
RECEIVING PARTY DATA			
Name:	3B Group LLC		
Doing Business As:	DBA National Seed of Illinois		
Street Address:	5300 Katrine Avenue		
City:	Downers Grove		
State/Country:	ILLINOIS		
Postal Code:	60515		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2876961	FIELD OF DREAMS	
Registration Number:	2264044	FIELD OF DREAMS	
CORRESPONDENCE DATA			
Fax Number:	(312)807-3862		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	3128073860		
Email:	rginos@ginoslaw.com		
Correspondent Name:	Robert A. Ginos		
Address Line 1:	10 S LaSalle St Suite 3300		
Address Line 4:	Chicago, ILLINOIS 60603		
NAME OF SUBMITTER:	Robert A. Ginos		
Signature:	/RobertAGinos/		
Date:	06/01/2006		

OP \$65.00 2876961

Total Attachments: 2

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ASSIGNMENT OF
REGISTRATION OF TRADEMARK

1. J. R. Simplot Company, a Nevada corporation, has adopted, used and is using a mark which is registered as FIELD OF DREAMS in the United States Patent and Trademark Office under Registration No. 2,876,961, dated August 24, 2004.

2. 3B Group, L.L.C., a Delaware limited liability company of 2889 Dartmouth Lane, West Dundee, Illinois 60118 desires to acquire such mark and the registration thereof.

In consideration of the foregoing, and for other good and valuable consideration, receipt of which is hereby acknowledged, J. R. Simplot Company does hereby assign to 3B Group, L.L.C. all right, title and interest in and to the mark described herein, together with the good will of business symbolized by such mark, in the above identified registration thereof.

J. R. SIMPLOT COMPANY

By: *William J. Whitacre*
William J. Whitacre, Sr. Vice President

State of Idaho)
) ss.
County of Ada)

On this 22nd day of March, 2006, before me, a Notary Public in and for said state, personally appeared William J. Whitacre known or identified to me to be the Senior Vice President of J. R. Simplot Company, the corporation that executed this instrument, or the person who executed the instrument on behalf of said corporation and acknowledged to me that such corporation executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed by official seal the day and year in this certificate first above written.

10979z



William L. Stone
Notary Public in and for the State of Idaho
Residing at *Boise, ID*
Appointment expires: *2-2-2010*

ASSIGNMENT OF
REGISTRATION OF TRADEMARK

1. J. R. Simplot Company, a Nevada corporation, has adopted, used and is using a mark which is registered as FIELD OF DREAMS (and Design) in the United States Patent and Trademark Office under Registration No. 2,264,044, dated July 27, 1999.

2. 3B Group, L.L.C., a Delaware limited liability company of 2889 Dartmouth Lane, West Dundee, Illinois 60118 desires to acquire such mark and the registration thereof.

In consideration of the foregoing, and for other good and valuable consideration, receipt of which is hereby acknowledged, J. R. Simplot Company does hereby assign to 3B Group, L.L.C. all right, title and interest in and to the mark described herein, together with the good will of business symbolized by such mark, in the above identified registration thereof.

J. R. SIMPLOT COMPANY

By: *William J. Whitacre*
William J. Whitacre, Sr. Vice President

State of Idaho)
) ss.
County of Ada)

On this 22nd day of March, 2006, before me, a Notary Public in and for said state, personally appeared William J. Whitacre known or identified to me to be the Senior Vice President of J. R. Simplot Company, the corporation that executed this instrument, or the person who executed the instrument on behalf of said corporation and acknowledged to me that such corporation executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed by official seal the day and year in this certificate first above written.



10980z

Veronica L. Stone
Notary Public in and for the State of Idaho
Residing at *Boise, ID*
Appointment expires: *8-12-2010*