

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
Eggland's Best, Inc.		06/20/2006	CORPORATION: PENNSYLVANIA

RECEIVING PARTY DATA

Name:	Best Marketing Services, Inc.
Street Address:	103 Foulk Road
Internal Address:	Suite 200
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19803
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Registration Number:	2975371	QUALITY APPROVED EB EGG-LAND'S BEST
Registration Number:	2924809	EB
Registration Number:	2539292	CFO CAGE FREE ORGANIC
Registration Number:	2237369	CFO
Registration Number:	1780450	FARM FRESH EGG-LAND'S BEST
Registration Number:	1800196	EB
Registration Number:	1850387	EGG.LAND'S BEST
Registration Number:	1676537	BIOTENE
Registration Number:	2294760	EGGS TO GO
Serial Number:	76567651	FARM FRESH EB QUALITY APPROVED EGG-LAND'S BEST ORGANIC
Serial Number:	76567652	FARM FRESH EB QUALITY APPROVED EGG LAND'S BEST CAGE FREE

CORRESPONDENCE DATA

900057092

**TRADEMARK
 REEL: 003382 FRAME: 0670**

OP \$290.00 2975371

Fax Number: (215)988-2757
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 215-988-3314
Email: PHTrademarks@dbr.com
Correspondent Name: Harriet E. Perkins
Address Line 1: 18th and Cherry Streets
Address Line 2: One Logan Square
Address Line 4: Philadelphia, PENNSYLVANIA 19103-6996

ATTORNEY DOCKET NUMBER:	36796-138488
NAME OF SUBMITTER:	Judy Dale
Signature:	/Judy Dale/
Date:	09/01/2006

Total Attachments: 3

source=Assignment-EGGLAND'S BEST#page1.tif
source=Assignment-EGGLAND'S BEST#page2.tif
source=Assignment-EGGLAND'S BEST#page3.tif

ASSIGNMENT OF UNITED STATES TRADEMARKS

WHEREAS, EGGLAND'S BEST, INC., a Pennsylvania corporation, having a place of business at 842 First Avenue, King of Prussia, Pennsylvania 19406 (hereinafter "ASSIGNOR"), is the owner of the trademarks and the United States Trademark Registrations and applications set forth on the attached Schedule A (hereinafter collectively referred to as the "Trademarks");

WHEREAS, BEST MARKETING SERVICES, INC., a Delaware corporation, having a place of business at 103 Foulke Road, Suite 200, Wilmington, Delaware 19803 (hereinafter "ASSIGNEE"), is desirous of acquiring all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the registrations and applications thereof set forth on the attached Schedule A; and

WHEREAS, it is desired that the assignment of the Trademarks listed on the attached Schedule A be made a matter of record in the United States Patent and Trademark Office,

NOW, THEREFORE, for good and valuable consideration, the full receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound hereby, Assignor hereby sells, assigns, transfers and conveys unto Assignee all of its right, title and interest in and to the Trademarks set forth on the attached Schedule A, including any choses in action relating to said Trademarks, claims for damages, profits and costs, both in equity and law, for any infringement or infringements of said Trademark rights accruing on or before the date of this Assignment, together with the goodwill of the business symbolized by the Trademarks, and including the registrations thereof as set forth on the attached Schedule A, and further, Assignor hereby covenants, agrees and undertakes to execute all applications, assignments, lawful oaths

SCHEDULE A**U.S. REGISTRATIONS**

TRADEMARK	REGISTRATION NO.	REGISTRATION DATE
QUALITY APPROVED EB EGG-LAND'S BEST and Design	2,975,371	July 26, 2005
EB and Design of Eggs	2,924,809	February 8, 2005
CFO CAGE FREE ORGANIC and Design	2,539,292	February 19, 2002
CFO	2,237,369	April 6, 1999
FARM FRESH EGG-LAND'S BEST	1,780,450	July 6, 1993
EB and Design	1,800,196	October 19, 1993
EGG-LAND'S BEST	1,850,387	August 16, 1994
BIOTENE	1,676,537	February 25, 1992
EGGS TO GO	2,294,760	November 23, 1999

U.S. APPLICATIONS

TRADEMARK	APPLN. SERIAL NO.	FILING DATE
FARM FRESH EB QUALITY APPROVED EGG-LAND'S BEST ORGANIC and Design	76/567,651	December 19, 2003
FARM FRESH EB QUALITY APPROVED EGG-LAND'S BEST CAGE FREE and Design	76/567,652	December 19, 2003