

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM357210

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
H. J. Heinz Company		06/30/2015	CORPORATION: PENNSYLVANIA

RECEIVING PARTY DATA

Name:	H.J. Heinz US Brands LLC
Street Address:	One PPG Place
City:	Pittsburgh
State/Country:	PENNSYLVANIA
Postal Code:	15222
Entity Type:	CORPORATION: DELAWARE LIMITED LIABILITY COMANY: DELAWARE

PROPERTY NUMBERS Total: 151

Property Type	Number	Word Mark
Registration Number:	1931788	57
Registration Number:	1122910	57
Registration Number:	3963428	57
Registration Number:	0600093	57
Registration Number:	2199355	57 DRAFT
Registration Number:	0061051	57 VARIETIES
Registration Number:	1933256	57 VARIETIES
Registration Number:	4505653	57TH STREET GRILLE
Registration Number:	3500966	AMERICA'S FAVORITE
Registration Number:	3724203	AMERICA'S FAVORITE
Registration Number:	3939679	AMERICA'S FAVORITE HEINZ ORIGINAL COCKTA
Registration Number:	2098790	AMERICA'S FAVORITE KETCHUP
Registration Number:	3883183	ANYTIME SELECTIONS
Registration Number:	1399736	BAGEL BITES
Registration Number:	2926905	BAGEL BITES
Registration Number:	3781710	BISTRO SELECTIONS
Registration Number:	2665061	
Registration Number:	2752694	BURGER BOOSTER
Registration Number:	2200486	CAMPSTIDE

CH \$3790.00 1931788

Property Type	Number	Word Mark
Registration Number:	2826442	CHAMPAGNE COLLECTION
Registration Number:	1883738	CHEF FRANCISCO
Registration Number:	4292487	CHRISTINA'S
Serial Number:	86552641	CREATIVE CLASSICS
Registration Number:	1141901	CRISPERS!
Registration Number:	1735062	CRISPY CROWNS!
Registration Number:	1906705	CRISPY CRUNCHIES
Registration Number:	3920666	DIP & SQUEEZE
Registration Number:	4429435	DISPENSAYER
Registration Number:	3009510	EASY FRIES
Registration Number:	4381186	EASY TATER TOTS
Registration Number:	4580431	EAT YOUR BEST
Registration Number:	4077237	
Registration Number:	3876888	EZ MARINADER
Registration Number:	3033240	FAST FOOD FRIES
Registration Number:	2565414	FLORENTINE
Registration Number:	3233799	FOREVER FULL
Registration Number:	1525975	FRYER SAVER
Registration Number:	0739071	GOLDEN CRINKLES
Registration Number:	0625582	"GOLDEN FRIES"
Registration Number:	2153541	GOLDEN PATTIES
Registration Number:	1602601	GOLDEN TWIRLS
Registration Number:	3624401	GROWN NOT MADE
Registration Number:	4004329	HEINZ
Registration Number:	3251778	HEINZ
Registration Number:	4037213	HEINZ
Registration Number:	1935618	HEINZ
Registration Number:	0062182	HEINZ
Registration Number:	2224447	HEINZ
Registration Number:	1760089	HEINZ BELL'ORTO
Registration Number:	4035143	HEINZ FIELD
Registration Number:	4279976	HEINZ
Registration Number:	0892173	HEINZ
Registration Number:	2229109	HEINZ
Registration Number:	0221041	HEINZ EST'D 1869 HEINZ 57 PURE FOOD PROD
Registration Number:	1745471	HEINZ
Registration Number:	0031048	HEINZ
Registration Number:	0061052	HEINZ

Property Type	Number	Word Mark
Registration Number:	4279977	HEINZ
Registration Number:	4279929	HEINZ KEYSTONE
Registration Number:	4279930	HEINZ MINI KEYSTONE
Registration Number:	3251188	HEINZ PICNIC PACK
Registration Number:	3142801	HEINZ RED ZONE
Registration Number:	3604284	HEINZ THE GOOD FOOD COMPANY
Registration Number:	3658503	HEINZ THE GOOD FOOD COMPANY
Registration Number:	3894565	HEINZ THE GOOD FOOD COMPANY
Registration Number:	3600418	HEINZ TOMATO SEED
Registration Number:	3832774	HEINZ THE ALL NATURAL CHOICE FOR FOOD
Registration Number:	3729900	INSPIRED ENTERTAINING
Registration Number:	4112320	INSPIRED ENTERTAINING
Registration Number:	2233574	H.J.HEINZ TOMATO KETCHUP ESDT 1869 57 VA
Registration Number:	4169313	
Registration Number:	4279978	
Registration Number:	3959631	
Registration Number:	0799959	
Registration Number:	4108927	
Registration Number:	4385486	
Registration Number:	0795664	
Registration Number:	2068720	KILLER RINGS
Registration Number:	0332203	LEA & PERRINS
Registration Number:	3898491	
Registration Number:	2213280	LEA & PERRINS THE ORIGINAL WORCESTERSHIR
Registration Number:	0068150	LEA & PERRINS
Registration Number:	4372998	
Registration Number:	4372999	
Registration Number:	2108791	MINI TATER TOTS
Registration Number:	1928904	MOORE'S
Registration Number:	1883715	MOORE'S
Registration Number:	3213335	MOOR-RING
Registration Number:	3803523	MORNING EXPRESS
Registration Number:	2810694	MR. YOSHIDA'S
Registration Number:	1995290	NANCY'S
Registration Number:	1941929	NANCY'S
Registration Number:	3729912	NANCY'S
Registration Number:	4049896	NANCY'S
Registration Number:	1757072	NANCY'S PETITE QUICHE

Property Type	Number	Word Mark
Registration Number:	1965143	ONION RINGERS
Registration Number:	4033603	
Registration Number:	3375767	ORE IDA
Registration Number:	3955464	ORE IDA
Registration Number:	3070144	ORE IDA EVERCRISP
Registration Number:	3417895	ORE IDA
Registration Number:	4369082	ORE IDA
Registration Number:	4572478	ORE-IDA
Registration Number:	3444979	ORE-IDA
Registration Number:	0739456	ORE-IDA
Registration Number:	0922884	ORE IDA
Registration Number:	4202832	SATISFYING SELECTIONS
Registration Number:	3329409	SCRATCH PLUS
Registration Number:	4039338	SIMPLY HEINZ
Registration Number:	4343751	SIMPLY HEINZ
Registration Number:	4199688	
Registration Number:	4237627	
Registration Number:	4507810	SMART LADLE
Registration Number:	4743594	SMART ONES
Registration Number:	4507710	SMART ONES
Registration Number:	1911590	SMART ONES
Registration Number:	2204080	SMART ONES
Registration Number:	3462182	SMART ONES
Registration Number:	2916538	SMART ONES
Registration Number:	2916539	SMART ONES
Registration Number:	3416646	SPUD BITES
Registration Number:	3125705	STAY CLEAN CAP
Registration Number:	3713599	STEAM N' MASH
Registration Number:	2054694	SUN SPOTS
Registration Number:	3019908	SUN STIX
Registration Number:	4172985	ORE IDA SINCE 1952
Registration Number:	4172984	ORE IDA SINCE 1952
Registration Number:	4177066	ORE IDA SINCE 1952
Registration Number:	3619390	TASTE SO GOOD, YOU WANT TO BE GOOD
Registration Number:	0668762	TATER TOTS
Registration Number:	2194768	TEXAS CRISPERS!
Registration Number:	3287584	THE "SOUP'R" DRESSINGS AND SAUCES PEOPLE
Registration Number:	3088245	THE WORLD'S FAVORITE KETCHUP

Property Type	Number	Word Mark
Registration Number:	2079161	TIMBERLINE
Registration Number:	1364729	TODDS
Registration Number:	4211307	TODDS
Registration Number:	3664978	
Registration Number:	1192245	TRADITIONAL
Registration Number:	2386677	
Registration Number:	3816949	ULTIMATE PARTY
Registration Number:	3816950	ULTIMATE PARTY MEATBALLS
Registration Number:	4697177	UNWRAP THE FLAVOR
Registration Number:	3328906	UNWRAP THE POSSIBILITIES
Registration Number:	3196580	VALLEY SELECT
Registration Number:	4732328	VHL
Registration Number:	4567718	VOL-PAK
Registration Number:	1229917	VOL-PAK
Registration Number:	2794995	WHEN YOU'RE SMART, IT SHOWS
Registration Number:	1716207	YOSHIDA'S
Registration Number:	1735763	ZESTIES!
Registration Number:	2187803	ZESTY TWIRLS

CORRESPONDENCE DATA

Fax Number: 4124566115
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: 412-456-6400
Email: bianca.branch@us.hjheinz.com
Correspondent Name: Sabrina J. Hudson
Address Line 1: One PPG Place
Address Line 4: Pittsburgh, PENNSYLVANIA 15222

ATTORNEY DOCKET NUMBER:	HJH
NAME OF SUBMITTER:	Sabrina J. Hudson
SIGNATURE:	/Sabrina J. Hudson/
DATE SIGNED:	10/02/2015

Total Attachments: 8
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INTELLECTUAL PROPERTY ASSIGNMENT

Whereas, H.J. Heinz Company, a corporation organized and existing under the laws of Pennsylvania, United States of America, located at One PPG Place, Pittsburgh, Pennsylvania 15222, United States of America, ("ASSIGNOR") owns the copyrights and trademark registrations and applications set forth on the attached Schedule A, as well as other unregistered common law trademarks, label designs and copyrights (collectively, the "Intellectual Property");

Whereas, Assignor is a party to various License Agreements relating to the Intellectual Property ("Agreements"); and

Whereas, H.J. Heinz US Brands LLC, a limited liability company organized and existing under the laws of Delaware, United States of America, located at One PPG Place, Pittsburgh, PA 15222 United States of America ("ASSIGNEE") is desirous of acquiring all Assignor's right, title and interest in and to the Intellectual Property, including the portion of the business to which the Intellectual Property pertains and the goodwill of the business connected with the use thereof and symbolized thereby, and the Agreements.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign, and transfer all its right, title and interest in and to the Intellectual Property, together with the portion of the business to which the Intellectual Property pertains and goodwill of the business connected with the use of and symbolized by the Intellectual Property, and the Agreements to Assignee.

ASSIGNOR agrees to execute any and all additional documents that may be necessary from time to time to protect and record title to the Intellectual Property and Agreements to ASSIGNEE and to carry out the intent of this assignment.

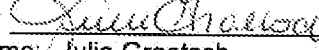
Dated this 30th day of June 2015.

H.J. Heinz Company

By: 
Name: James Liu
Title: Global Treasurer

I/We have the authority to bind the corporation.







H.J. Heinz Company US Brands LLC










By: 
Name: Julie Groetsch
Title: President












I/We have the authority to bind the corporation.







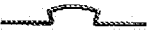




Schedule A








Trademarks


Trademark	Status	Application Number	Registration Number	Registration Date
57	Registered	74612810	1931788	31-Oct-95
57	Registered	73127572	1122910	24-Jul-79
57	Registered	85027013	3963428	17-Aug-11
	Registered	71630675	600093	28-Dec-54
57 DRAFT	Registered	75238072	2199355	27-Oct-98
57 VARIETIES	Registered	71020754	0061051	5-Mar-07
57 VARIETIES	Registered	74612812	1933256	7-Nov-95
	Registered	85247980	4505653	1-Apr-14
AMERICA'S FAVORITE	Registered	77262377	3500966	16-Sep-08
AMERICA'S FAVORITE	Registered	77327909	3724203	15-Dec-09
	Registered	77928833	3939679	5-Apr-11
AMERICA'S FAVORITE KETCHUP	Registered	75068756	2098790	23-Sep-97
ANYTIME SELECTIONS	Registered	77035013	3883183	30-Nov-10
BAGEL BITES	Registered	73535737	1399736	1-Jul-86
	Registered	78213931	2926905	15-Feb-05
BISTRO SELECTIONS	Registered	77388852	3781710	27-Apr-10
	Registered	75914963	2665061	24-Dec-02
BURGER BOOSTER	Registered	76463721	2752694	19-Aug-03
CAMPSIDE	Registered	75252483	2200486	27-Oct-98
CHAMPAGNE COLLECTION	Registered	78142050	2826442	23-Mar-04
CHEF FRANCISCO	Registered	74507693	1883738	14-Mar-95
	Allowed to Lapse	77229218	3592142	17-Mar-09
CHRISTINA'S	Registered	85737396	4292487	19-Feb-13

CREATIVE CLASSICS	Pending	86552641		
CRISPERS!	Registered	73221419	1141901	25-Nov-80
CRISPY CROWNS!	Registered	74260048	1735062	24-Nov-92
CRISPY CRUNCHIES	Registered	74278844	1906705	18-Jul-95
DIP & SQUEEZE	Registered	77821467	3920666	15-Feb-11
DISPENSAVER	Registered	85568176	4429435	5-Nov-13
EASY FRIES	Registered	78350002	3009510	25-Oct-05
EASY TATER TOTS	Registered	85700233	4381186	6-Aug-13
EAT YOUR BEST	Registered	85303214	4580431	5-Aug-14
	Registered	85348382	4077237	27-Dec-11
EZ MARINADER	Registered	85008520	3876888	16-Nov-10
FAST FOOD FRIES	Registered	78368479	3033240	20-Dec-05
FLORENTINE	Registered	78060805	2565414	30-Apr-02
FOREVER FULL	Registered	76415135	3233799	24-Apr-07
FRYER SAVER	Registered	73721019	1525975	21-Feb-89
GOLDEN CRINKLES	Registered	72088796	739071	9-Oct-62
"GOLDEN FRIES"	Registered	71687216	625582	17-Apr-56
GOLDEN PATTIES	Registered	75220956	2153541	28-Apr-98
GOLDEN TWIRLS	Registered	73835793	1602601	19-Jun-90
GROWN NOT MADE	Registered	77472803	3624401	19-May-09
HEINZ	Registered	77873975	4004329	2-Aug-11
HEINZ	Registered	78950225	3251778	12-Jun-07
HEINZ	Registered	85084580	4037213	11-Oct-11
HEINZ	Registered	74612811	1935618	14-Nov-95
HEINZ	Registered	71020753	0062182	23-Apr-07
HEINZ	Registered	75499319	2224447	16-Feb-99
HEINZ BELL'ORTO	Registered	74296924	1760089	23-Mar-93
HEINZ FIELD	Registered	85301241	4035143	4-Oct-11
	Registered	85693432	4279976	22-Jan-13
	Registered	72340714	892173	2-Jun-70
	Registered	75499311	2229109	2-Mar-99
	Registered	71207017	221041	23-Nov-26
	Registered	74253193	1745471	12-Jan-93
	Registered	70031048	0031048	28-Dec-1897
	Registered	71020755	0061052	5-Mar-07
	Registered	85693435	4279977	22-Jan-13

HEINZ KEYSTONE	Registered	85671745	4279929	22-Jan-13
HEINZ MINI KEYSTONE	Registered	85671752	4279930	22-Jan-13
HEINZ PICNIC PACK	Registered	78855624	3251188	12-Jun-07
HEINZ RED ZONE	Registered	78205949	3142801	12-Sep-06
HEINZ THE GOOD FOOD COMPANY	Registered	78479958	3604284	7-Apr-09
HEINZ THE GOOD FOOD COMPANY	Registered	77074155	3658503	21-Jul-09
HEINZ THE GOOD FOOD COMPANY	Registered	77686119	3894565	21-Dec-10
	Registered	78957159	3600418	31-Mar-09
	Registered	77725950	3832774	10-Aug-10
INSPIRED ENTERTAINING	Registered	77681129	3729900	22-Dec-09
INSPIRED ENTERTAINING	Registered	77916733	4112320	13-Mar-12
	Registered	75345436	2233574	23-Mar-99
	Registered	85399684	4169313	3-Jul-12
	Registered	85693436	4279978	22-Jan-13
	Registered	85026971	3959631	10-May-11
	Registered	72198736	799959	7-Dec-65
	Registered	85426630	4108927	6-Mar-12
	Registered	85712250	4385486	13-Aug-13
	Registered	72198735	795664	7-Sep-65
KILLER RINGS	Registered	75024083	2068720	10-Jun-97
LEA & PERRINS	Registered	71369703	332203	4-Feb-36
	Registered	77753278	3898491	4-Jan-11

	Registered	75152537	2213280	22-Dec-98
	Registered	71031000	0068150	10-Mar-08
	Registered	85336095	4372998	23-Jul-13
	Registered	85336158	4372999	23-Jul-13
MINI TATER TOTS	Registered	75164003	2108791	28-Oct-97
MOORE'S	Registered	74391214	1928904	24-Oct-95
MOORE'S	Registered	74367634	1883715	14-Mar-95
MOOR-RING	Registered	78880192	3213335	27-Feb-07
MORNING EXPRESS	Registered	77074106	3803523	15-Jun-10
MR. YOSHIDA'S	Registered	78224654	2810694	3-Feb-04
NANCY'S	Registered	74710079	1995290	20-Aug-96
NANCY'S	Registered	74291065	1941929	19-Dec-95
	Registered	77685000	3729912	22-Dec-09
	Registered	77916820	4049896	1-Nov-11
NANCY'S PETITE QUICHE	Registered	74225287	1757072	9-Mar-93
ONION RINGERS	Registered	74580340	1965143	2-Apr-96
	Registered	85090180	4033603	4-Oct-11
ORE IDA	Registered	77197466	3375767	29-Jan-08
ORE IDA	Registered	77844488	3955464	3-May-11
 EVERCRISP	Registered	78393006	3070144	21-Mar-06
	Registered	77254692	3417895	29-Apr-08
	Registered	85336061	4369082	16-Jul-13
ORE-IDA	Registered	86176091	4572478	22-Jul-14
ORE-IDA	Registered	77310659	3444979	10-Jun-08
ORE-IDA	Registered	72119999	739456	16-Oct-62
	Registered	72375777	922884	26-Oct-71
SATISFYING SELECTIONS	Registered	85066459	4202832	4-Sep-12
SCRATCH PLUS	Registered	78927400	3329409	6-Nov-07
SIMPLY HEINZ	Registered	85031056	4039338	11-Oct-11
SIMPLY HEINZ	Registered	85573105	4343751	28-May-13

	Registered	85339587	4199688	28-Aug-12
	Registered	85592182	4237627	6-Nov-12
SMART LADLE	Registered	85906377	4507810	1-Apr-14
SMART ONES	Registered	86420504	4743594	26-May-15
SMART ONES	Registered	85886703	4507710	1-Apr-14
SMART ONES	Registered	74528148	1911590	15-Aug-95
SMART ONES	Registered	75415119	2204080	17-Nov-98
SMART ONES	Registered	77368176	3462182	8-Jul-08
SMART ONES	Registered	78351994	2916538	4-Jan-05
SMART ONES	Registered	78352011	2916539	4-Jan-05
SPUD BITES	Registered	77015375	3416646	29-Apr-08
STAY CLEAN CAP	Registered	78446486	3125705	8-Aug-06
STEAM N' MASH	Registered	77772193	3713599	17-Nov-09
SUN SPOTS	Registered	75068763	2054694	22-Apr-97
SUN STIX	Registered	78394174	3019908	29-Nov-05
	Registered	85400211	4172985	10-Jul-12
	Registered	85400190	4172984	10-Jul-12
	Registered	85399697	4177066	17-Jul-12
TASTE SO GOOD, YOU WANT TO BE GOOD	Registered	77609510	3619390	12-May-09
TATER TOTS	Registered	72039264	668762	21-Oct-58
TEXAS CRISPERS!	Registered	75234126	2194768	13-Oct-98
THE "SOUP'R" DRESSINGS AND SAUCES PEOPLE	Registered	77049629	3287584	4-Sep-07
THE WORLD'S FAVORITE KETCHUP	Registered	78182182	3088245	2-May-06
TIMBERLINE	Registered	75136760	2079161	15-Jul-97
TODDS	Registered	73527550	1364729	8-Oct-85
TODDS	Registered	85370219	4211307	18-Sep-12
	Registered	77588569	3664978	4-Aug-09
TRADITIONAL	Registered	300675	1192245	16-Mar-82
	Registered	74362896	2386677	19-Sep-00

ULTIMATE PARTY	Registered	77822473	3816949	13-Jul-10
ULTIMATE PARTY MEATBALLS	Registered	77822474	3816950	13-Jul-10
UNWRAP THE FLAVOR	Registered	86207008	4697177	3-Mar-15
UNWRAP THE POSSIBILITIES	Registered	77127951	3328906	6-Nov-07
 VALLEY SELECT	Registered	78829043	3196580	9-Jan-07
VHL	Registered	86046289	4732328	5-May-15
VOL-PAK	Registered	86134707	4567718	15-Jul-14
VOL-PAK	Registered	73323603	1229917	8-Mar-83
WHEN YOU'RE SMART, IT SHOWS	Registered	78210232	2794995	16-Dec-03
YOSHIDA'S	Registered	74221216	1716207	15-Sep-92
ZESTIES!	Registered	74049388	1735763	24-Nov-92
ZESTY TWIRLS	Registered	75371320	2187803	8-Sep-98

Copyrights

Copyright	Country	Registration Date	Registration Number
HEINZ ANTS CHARACTERS - COPYRIGHT	Registered	17-Jul-91	VA0000477801
HEINZ ANTS COMMERCIAL I - COPYRIGHT	Registered	17-Jul-91	PA0000536668
HEINZ ANTS COMMERCIAL II - COPYRIGHT	Registered	17-Jul-91	PA0000536667
HEINZ BALSAMIC KETCHUP LABEL (BLACK AND SILVER) - COPYRIGHT	Registered	22-Aug-11	VA1-794-071
HEINZ FIELD COOKBOOK: RECIPES FOR SAVORING THE GAME FROM THE SIDELINES - COPYRIGHT	Registered	10-Sep-03	TX0005796899
HEINZ GLOBAL GOOD AGRICULTURAL PRACTICES MANUAL (COPYRIGHT)	Registered	25-May-12	TX 7-543-973

HEINZ HANDBOOK OF NUTRITION BY BENJAMIN T. BURTON - COPYRIGHT	Registered	RE0000359041	14-Dec-87
HEINZ KETCHUP PRESENTS HEINZ GREAT AMERICAN PICNIC GAME - COPYRIGHT	Registered	VA0000466991	17-Jul-91
HEINZ TOMATO KETCHUP LABELS - COPYRIGHT	Registered	VA0001744826	1-Nov-10
IN GOOD COMPANY: 125 YEARS AT THE HEINZ TABLE (1869-1994) / ELEANOR FOA DIENSTAG - COPYRIGHT	Registered	TX0003903287	29-Sep-94
ORE IDA SUPERSTAR PACKAGING COPYRIGHT	Registered	VA1-830-697	12-Jun-12
PREPARING CEOs FOR SUCCESS - "WHAT I WISH I KNEW." - COPYRIGHT	Registered	TX007188943	25-May-10
UNLOCK THE POWER OF LYCOPENE: REDEFINING YOUR DIET FOR OPTIMUM HEALTH/by DAVID YEUNG AND VENKET RAO; FOREWORD BY BOB WATSON; INTROD. BY CAROLYN ALDIGE - COPYRIGHT	Registered	TXu000999694	23-Apr-01