

**Interim Designation of Agent to Receive Notification
of Claimed Infringement**

Full Legal Name of Service Provider: The HV Food Products Company

Alternative Name(s) of Service Provider (including all names under which the service provider is doing business): See Attached List

Address of Service Provider: 1221 Broadway, Oakland CA 94612

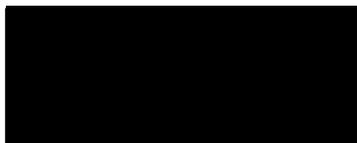
Name of Agent Designated to Receive Notification of Claimed Infringement: Timothy J. Humphrey

Full Address of Designated Agent to which Notification Should be Sent (a P.O. Box or similar designation is not acceptable except where it is the only address that can be used in the geographic location):
1221 Broadway, Oakland CA 94612

Telephone Number of Designated Agent: 510-271-7326

Facsimile Number of Designated Agent: 510-271-1652

Email Address of Designated Agent: tim.humphrey@clorox.com



Representative of the Designating Service Provider:
Date: June 20, 2011

Typed or Printed Name and Title: Timothy J. Humphrey, Senior Corporate Counsel

**Note: This Interim Designation Must be Accompanied by a Filing Fee*
Made Payable to the Register of Copyrights.**

***Note: Current and adjusted fees are available on the Copyright website at
www.copyright.gov/docs/fees.html**

Mail the form to:
Copyright I&R/Recordation
P.O. Box
Washington



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Copyright Office

Attachment
Alternative Names of The HV Food Products Company

The following are among the websites owned or operated by The HV Food Products Company:

1. hiddenvalley.com
2. hiddenvalleyproductlocator.com
3. hiddenvalleyranch.biz
4. hiddenvalleyranch.com
5. loveyourveggies.com
6. salad.com
7. saladcrispins.com
8. eating.com
9. kcmasterpiece.biz
10. kcmasterpiece.com
11. kcmasterpiece.info
12. kcmasterpiecebbq.com
13. masterpiecebbq.com
14. kcmasterpieceproductlocator.com