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U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

5-19-98



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To the Honorable Commissioner of Patents at

100719831 attached original documents or copy thereof.

1. Name of conveying party(ies):

BUSH BROTHERS, L.P.

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

Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies):

Name: WISCONSIN GINSENG HERB ASSOCIATION, L.L.C.

Internal Address: NONE

Street Address: 501 MAIN STREET

City: MARATHON State: WI ZIP: 54448

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other LIMITED LIABILITY COMPANY OF

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

Execution Date: MAY 6, 1998

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

A. Trademark Application No.(s)

NONE

B. Trademark registration No.(s)

851,233, Issued JUNE 18, 1968

Additional numbers attached?  Yes  No

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

Name: L. S. VAN LANDINGHAM, JR.

Internal Address: SUITE 507

Street Address: 2001 JEFFERSON DAVIS HIGHWAY

City: ARLINGTON State: VA ZIP: 22202

6. Total number of applications and registrations involved: .....

1

7. Total fee (37 CFR 3.41):..... \$ 40.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

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

DO NOT USE THIS SPACE

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.

L. S. VAN LANDINGHAM, JR.  
Name of Person Signing

*L. S. Van LANDINGHAM, JR.*  
Signature

MAY 19, 1998  
Date

Total number of pages comprising cover sheet:

1

A S S I G N M E N T

WHEREAS, BUSH BROTHERS, L.P., a Limited, Partnership of the State of Tennessee having a post office address of 1016 East Weisgarber Road, Third Floor, Knoxville, Tennessee 37909, hereinafter referred to as the Assignor, owns a certain mark for which it has obtained a United States trademark registration, namely, Registration No. 851,233, issued June 18, 1968 for WISCONSIN'S FINEST;

WHEREAS, WISCONSIN GINSENG HERB ASSOCIATION, L.L.C., a Limited Liability Company of the State of Wisconsin, having a post office address of 501 Main Street, Marathon, Wisconsin 54448, hereinafter referred to as the Assignee, is desirous of acquiring the entire rights, title and interest in and to the said mark and in and to the said registration therefor, namely, Registration No. 851,233 for WISCONSIN'S FINEST, together with the good will of the business symbolized by the said mark and the said registration therefor;

NOW, THEREFORE, for and in consideration of the sum of One Dollar (\$1.00), and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the said Assignor does hereby sell, assign and transfer to the said Assignee, the entire rights, title and interest in and to its said mark WISCONSIN'S FINEST and its said Registration No. 851,233 therefor, together with the good will of the business symbolized thereby.

IN WITNESS WHEREOF, the said Assignor has caused this Assignment to be executed on its behalf on this 6<sup>TH</sup> day of ~~March~~, 1998.  
MAY

BUSH BROTHERS, L.P.

By: Condon S. Bush  
CONDON S. BUSH  
Chief Executive Officer

STATE OF TENNESSEE )  
: ss:  
COUNTY OF KNOX )

Before me, on this date personally appeared CONDON S. BUSH, Chief Executive Officer of BUSH BROTHERS, L.P., a Limited Partnership of the State of Tennessee, who is known to me to be the person whose name is subscribed to the foregoing instrument, and acknowledged to me that he executed the same for the purposes and considerations therein expressed, in the capacity therein stated, and as the duly authorized act and deed of the said Limited Partnership.

GIVEN UNDER MY HAND AND SEAL OF OFFICE, this 6<sup>TH</sup> day of ~~March~~, 1998.  
MAY

Shirley H. H. H.  
Notary Public In And For  
KNOX County,  
State of Tennessee

My Commission Expires: \_\_\_\_\_ My commission expires April 2, 2000

(SEAL)