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To the Honorable Commissioner of P.

101124087

attached original documents or copy thereof.

65-918-004

1. Name of conveying party(ies):
Schwan's Sales Enterprises, Inc.

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State MN
 Other _____

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

2. Name and address of receiving party(ies)

Name: Schwan's IP, LLC

Internal Address: _____

Street Address: 115 West College Drive

City: Marshall State: MN ZIP: 56258

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State _____
 Other MN limited liability company

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 Merger
 Security Agreement Change of Name
 Other _____

Execution Date: August 1, 1999

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

(1,049,135)

Additional numbers attached? Yes No

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

Name: Julie Swedzinski

Internal Address: Schwan's IP, LLC
Law Dept.

Street Address: 115 West College Drive

City: Marshall State: MN ZIP: 56258

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)

08/20/1999 MTHAI1 00000177 1049135

DO NOT USE THIS SPACE

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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.

Julie Swedzinski
Name of Person Signing

Julie Swedzinski
Signature

8/13/99
Date
4

Total number of pages including cover sheet, attachments, and document:

ASSIGNMENT OF TRADEMARK REGISTRATION

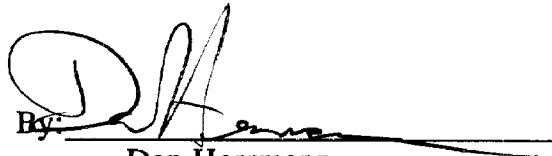
WHEREAS, Schwan's Sales Enterprises, Inc., a corporation organized under the laws of the state of Minnesota, with its principal office and place of business at 115 West College Drive, Marshall, Minnesota (hereinafter referred to as "Assignor"), is the registered owner of the mark LARRYS which is registered in the United States Patent and Trademark Office under the registration number 1,049,135; and

WHEREAS, Schwan's IP, LLC, a limited liability company organized under the laws of the state of Minnesota, with its principal office and place of business at 115 West College Drive, Marshall, Minnesota (hereinafter referred to as "Assignee"), is desirous of acquiring said mark and the goodwill of the business of Assignor connected with the use and symbolized by said mark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign and transfer unto the said Assignee all right, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark, and the registration thereof effective as of August 1, 1999.

SCHWAN'S SALES ENTERPRISES, INC.

DATE: 8/12/99

By: 
Dan Herrmann
Vice President

STATE OF MINNESOTA)
)
COUNTY OF LYON)

On this 12th day of August, 1999, before me appeared Dan Herrmann, the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of Schwan's Sales Enterprises, Inc., with authority to do so.


Notary Public

