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To the Honorable Commissioner of Patents

Send original documents or copy thereof.

101326119

1. Name of conveying party(ies):

Aldi Inc.

- Individual(s)
- General Partnership
- Corporation-State
- Other Illinois corporation

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

2. Name and address of receiving party(ies)

Name: St. Ivl Limited

Internal Address: Unigate House,

Wood Lane, London

Street Address: W127RP ENGLAND

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation-State \_\_\_\_\_
- Other 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
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

Execution Date: March 29, 1999

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

A. Trademark Application No.(s)

75/334,704

B. Trademark Registration No.(s)

Additional numbers attached?  Yes  No

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

Name: H. John Campaign

Internal Address: Graham, Campaign P.C.

Suite 1300

Street Address: 36 West 44th Street

City: New York State: N.Y. ZIP: 10036-8178

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)

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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.

H. John Campaign

Name of Person Signing

Signature

March 16, 2000

Date

Total number of pages including cover sheet, attachments, and document: 4

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patents & Trademarks, Box Assignments  
Washington, D.C. 20231

# TRADEMARK ASSIGNMENT

Aldi Inc. ("Aldi") is an Illinois corporation located at 1200 North Kirk Road, Batavia, Illinois 60510-1479, United States of America. St. Ivel Limited ("St. Ivel") is a limited liability company organized and existing under the laws of the United Kingdom of Great Britain and Northern Ireland, located and doing business at Unigate House, Wood Lane, London W127RP England.

Aldi is the applicant for registration of the term UTTERLY BUTTERLY, as a trademark for "edible oil spread" in class 29, application serial number 75/334,704, filed July 23, 1997 in the United States Patent and Trademark Office.

**WHEREAS**, St. Ivel is desirous of acquiring all of the right, title and interest of Aldi in and to the trademark UTTERLY BUTTERLY together with the good will of the business symbolized by said mark, and the above identified application for registration thereof.

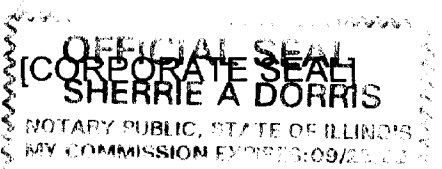
**NOW, THEREFORE**, for and in consideration of the premises and other good and valuable consideration, the receipt of which is hereby acknowledged, Aldi does hereby assign all of its right, title and interest in and to the mark UTTERLY BUTTERLY, together with the good will of the business symbolized by the mark and to the above-identified application for registration thereof to St. Ivel.

ALDI INC.

By: James M. Mosena

ATTEST:

Sherrie A. Dorris



STATE OF ILLINOIS )  
 ) SS.  
COUNTY OF KANE )

On this 29 day of March, before me appeared James M. Mosena, Vice <sup>President of</sup> the <sup>Corporate</sup> Purchasing person who signed this instrument, who acknowledged that he/she signed it as a free act on behalf of the identified corporation with authority to do so and that signature was attested to by \_\_\_\_\_ being the \_\_\_\_\_ Secretary of the identified corporation who affixed the seal of the identified corporation hereto.

Sherrie A. Dorris  
(Signature of notary public)