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04-24-2000

U.S. Department of Commerce
Patent and Trademark Office

03-27-2000



U.S. Patent & TMO/TM Mail Rep. Dt. #57

101330726

TO THE HONORABLE COMMISSIONER OF PATENTS AND TRADEMARKS: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
Johnsonville Sausage, Inc.

MRD
3-27-00

Individual(s) Association
 General Partnership Limited
 Corporation-State (WI) Partnership
 Other:

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

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other

Execution Date: March 8, 2000

2. Name and address of receiving party(ies):
 Name: Johnsonville Sausage, LLC
 Internal Address:
 Street Address: 950 Woodlake Road
 City: Kohler State: WI Zip: 53044
 Individual(s) citizenship
 Association
 General Partnership
 Limited Partnership
 Corporation (LLC)-State (Delaware)
 Other

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 names(s) & address(es) attached?
 Yes No

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s)

75/913,562 (THE BEST TASTE ON THE GRILL)

Additional numbers attached?

B. Trademark registration No.(s)

Yes No

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

Kristine M. Strodthoff
 Godfrey & Kahn, S.C.
 780 N. Water Street
 Milwaukee, WI 53202

6. Total number of applications and registrations involved:.....[1]

7. Total fee (37 CFR 3.41):\$40.00
 Enclosed
 Authorized to charge any deficit deposit account.

8. Deposit account number: 07-1509

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

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.

Kristine M. Strodthoff
Name of Person Signing

Kristine M Strodthoff
Signature

27 Mar 2000
Date

Total Number of pages, including cover sheet and attachments: [2]

TRADEMARK ASSIGNMENT

WHEREAS, JOHNSONVILLE SAUSAGE, INC., a corporation of the State of Wisconsin, having its principal place of business at 950 Woodlake Road, Kohler, WI 53044 ("Assignor") is the owner of the entire right, title and interest in and to U.S. Trademark application Serial No. 75/913,562 for THE BEST TASTE ON THE GRILL (hereinafter the "Trademark") and the goodwill of the business symbolized thereby; and

WHEREAS, JOHNSONVILLE SAUSAGE, LLC, a Limited Liability Company of the State of Delaware, having its principal place of business at 950 Woodlake Road, Kohler, WI 53044 ("Assignee"), desires to acquire Assignor's entire right, title and interest in and to the Trademark worldwide, and the goodwill of the business symbolized thereby;

NOW THEREFORE, TO ALL WHOM IT MAY CONCERN: Be it known that in consideration of the payment of ASSIGNEE to ASSIGNOR of One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR hereby sells, assigns and transfers to ASSIGNEE the full and exclusive right, title and interest to said TRADEMARK, including the goodwill associated therewith.

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment and sale.

JOHNSONVILLE SAUSAGE, INC.

By: Robert H. Salzwedel

Name: Robert H. Salzwedel

Title: Vice President - Finance

Date: 3/8/00