

4-11-00

05-08-2000

Keep within borders

TRADEMARKS ONLY

DEMARKS ONLY

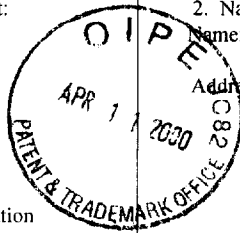
To the Honorable Commissioner of
Please record the attached original document



101348227

1. Name of Party(ies) conveying an interest:
The American Angus Association
3201 Frederick Boulevard
St. Joseph, Missouri 64051

2. Name and Address of Party(ies) receiving an interest:
Name: Certified Angus Beef, LLC
Address: 206 Riffel Road
Wooster, Ohio 44691



Entity:

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation - Illinois
- Other

Entity:

- Individual(s)
- Association
- Corporation - Delaware
- General Partnership
- Limited Partnership
- Other

3. Interest Conveyed:

- Assignment
- Change of Name
- Security Agreement
- Merger
- Other -

Citizenship

If not domiciled in the United States, a domestic representative designation is attached:

Yes

No

(The attached document must not be an assignment)

Execution Date: March 27, 2000

4. Application number(s) or registration number(s). Additional sheet attached? Yes No

A. Trademark Application No.(s)
 74/327,016 75/236,772
 75/614,657 75/794,381
 75/182,711 75/896,713
 75/351,862

B. Trademark Registration No.(s)
 2,146,935
 2,306,159

5. Please mail documents back to:

Paul W. Kruse
 Pillsbury Madison & Sutro LLP
 1100 New York Avenue, N.W.
 Washington, D.C. 20005-3918

6. Number of applications and registrations involved: 9

7. Amount of fee enclosed: \$240.00

8. If above amount is missing or inadequate, charge deficiency to our Deposit Account No. 03-3975 under Order No. 13519 / 263937
CH M#

05/05/2000 TSHABAZZ 00000044 74327016

DO NOT USE THIS SPACE

01 FC:481 40.00 DP
 02 FC:482 200.00 DP

9. Statement and signature.

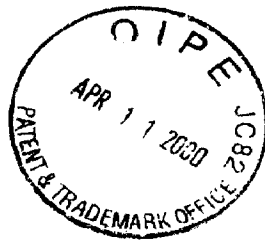
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Signature

Total number of pages including cover sheet, attachments and document. (excluding duplicate cover sheet)	6
--	---

Attorney: Paul W. Kruse
 Date: April 11, 2000
 Atty/Sec: PWK:teh

Tel: (202) 861-3613
 Fax: (202) 822-0944



CLEARLY A MATTER OF TASTE

Reg. No. 4246370

Assigned Trademarks in Mexico

CERTIFIED ANGUS BEEF & Design

Reg. No. 387691

CERTIFIED ANGUS BEEF & Design

Reg. No. 467856

CERTIFIED ANGUS BEEF & Design

Reg. No. 480621

CLEARLY A MATTER OF TASTE

Reg. No. 575290

Assigned Trademarks in Philippines

CERTIFIED ANGUS BEEF & Design

Ser. No. 84093

Assigned Trademarks in Puerto Rico

CERTIFIED ANGUS BEEF & Design

Reg. No. 29624

Assigned Trademarks in Russia

CERTIFIED ANGUS BEEF & Design

Ser. No. 99713621

Assigned Trademarks in Singapore

CERTIFIED ANGUS BEEF & Design

Ser. No. 8818/99

CERTIFIED ANGUS BEEF & Design

Ser. No. 8819/99

CERTIFIED ANGUS BEEF & Design

Ser. No. 8820/99

Assigned Trademarks in South Korea

CERTIFIED ANGUS BEEF & Design

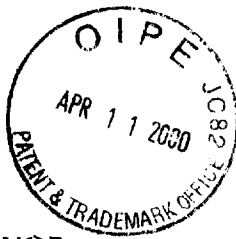
Reg. No. 13148

Assigned Trademarks in Taiwan

ANGUS & Design

Reg. No. 47338

Assigned Trademarks in the United States



CAB

Reg. No. 2146935

LIFE CAN'T HAVE TOO MUCH FLAVOR

Reg. No. 2306159

CERTIFIED ANGUS BEEF

Ser. No. 74/327016

CERTIFIED ANGUS BEEF

Ser. No. 75/614657

CAB

Ser. No. 75/182711

CERTIFIED ANGUS BEEF & Design

Ser. No. 75/351862

CLEARLY A MATTER OF TASTE

Ser. No. 75/236772

THE BEST AT ITS BEST

Ser. No. 75/794381

CERTIFIED ANGUS BEEF PARTNER

Ser. No.

530473 v1



SCHEDULE A

Assigned Trademarks in Bahamas

CERTIFIED ANGUS BEEF & Design Reg. No. 13500

Assigned Trademarks in Canada

CERTIFIED ANGUS BEEF & Design Reg. No. 319216

CERTIFIED ANGUS BEEF Reg. No. 450671

CERTIFIED ANGUS BEEF & Design Reg. No. 451170

CLEARLY A MATTER OF TASTE Reg. No. 505761

CAB Ser. No. 1035143

Assigned Trademarks in Costa Rica

CERTIFIED ANGUS BEEF & Design Ser. No.

CERTIFIED ANGUS BEEF & Design Ser. No.

CERTIFIED ANGUS BEEF & Design Ser. No.

Assigned Trademarks in Hong Kong

CERTIFIED ANGUS BEEF & Design Ser. No. 10729/99

CERTIFIED ANGUS BEEF & Design Ser. No. 10730/99

CERTIFIED ANGUS BEEF & Design Ser. No. 10731/99

Assigned Trademarks in Indonesia

CERTIFIED ANGUS & Design Reg. No. 275110

Assigned Trademarks in Japan

CERTIFIED ANGUS BEEF & Design Reg. No. 2644594

CERTIFIED ANGUS BEEF & Design Reg. No. 4070400

TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT made as of March 27, 2000, by and among The American Angus Association, an Illinois corporation with an office at 3201 Frederick Boulevard, St. Joseph, MO 64051 (the "Assignor"), and Certified Angus Beef, LLC, a Delaware corporation with an office at 206 Riffel Road, Wooster, Ohio 44691 (the "Assignee").

The Assignor has adopted, used and is using certain trademarks, the applications or registrations for which are listed on SCHEDULE A, which is attached hereto and made a part hereof (collectively, the "Trademarks"). The Assignee desires to acquire from the Assignor, and the Assignor desires to transfer to the Assignee, the Trademarks and any applications or registrations therefor.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor does hereby sell, assign and transfer unto the Assignee, its successors, assigns and legal representatives, the entire, full and exclusive right, title and interest in and to the Trademarks, together with the good will of the business symbolized by the Trademarks and any applications or registrations therefor, and the right (but not the obligation) to assert the Trademarks and to collect for all past, present and future infringements and claims for damages and the proceeds thereof, including, without limitation, license royalties and proceeds of infringement suits and all rights corresponding thereto throughout the world by reason of any past and future acts of infringement that have or may occur.

Assignor:

The American Angus Association

By: _____

Name: Charles "Bud" Smith, Jr.

Title: President

By: Richard L. Spader

Name: Richard L. Spader

Title: Executive Vice President

Assignee:

Certified Angus Beef, LLC

By: Jim Riemann

Name: Jim Riemann

Title: President

TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT made as of March 27, 2000, by and among The American Angus Association, an Illinois corporation with an office at 3201 Frederick Boulevard, St. Joseph, MO 64051 (the "Assignor"), and Certified Angus Beef, LLC, a Delaware corporation with an office at 206 Riffel Road, Wooster, Ohio 44691 (the "Assignee").

The Assignor has adopted, used and is using certain trademarks, the applications or registrations for which are listed on SCHEDULE A, which is attached hereto and made a part hereof (collectively, the "Trademarks"). The Assignee desires to acquire from the Assignor, and the Assignor desires to transfer to the Assignee, the Trademarks and any applications or registrations therefor.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor does hereby sell, assign and transfer unto the Assignee, its successors, assigns and legal representatives, the entire, full and exclusive right, title and interest in and to the Trademarks, together with the good will of the business symbolized by the Trademarks and any applications or registrations therefor, and the right (but not the obligation) to assert the Trademarks and to collect for all past, present and future infringements, and claims for damages and the proceeds thereof, including, without limitation, license royalties and proceeds of infringement suits and all rights corresponding thereto throughout the world by reason of any past and future acts of infringement that have or may occur.

Assignor:

The American Angus Association

By Charles "Bud" Smith Jr.

Name: Charles "Bud" Smith, Jr.

Title: President

By: _____

Name: Richard L. Spader

Title: Executive Vice President

Assignee:

Certified Angus Beef, LLC

By: _____

Name: Jim Riemann

Title: President