

FORM P1
(Rev. 6-9)

ECOF
TI

11-17-2000

ET U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

OMB No. 10-26-2000



101519981

Tab U.S. Patent & TMO/TM Mail Rcpt Dt. #58

To the Honorable Commissioner of Patents &

original documents or copy thereof.

1. Name of conveying party(ies):

Dadco Diversified, Inc.
2715 Hogarth Street
Eau Claire, WI 54703

10-26-00

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

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

3. Nature of conveyance:

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

Execution Date: October 11, 2000

2. Name and address of receiving party(ies)

Schwan's Sales Enterprises, Inc.
Name:

Internal Address:

Street Address: 115 West College Drive

City: Marshall, State: MN ZIP: 56258

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State MN
- 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 name(s) & address(es) attached? Yes No

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,810,989
2,234,316

Additional numbers attached? Yes No

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

Name: Jennifer "Joey" Otto

Internal Address:

Street Address: 115 West College Drive

City: Marshall State: MN ZIP: 56258

6. Total number of applications and registrations involved: 2

7. Total fee (37 CFR 3.41).....\$ 65.00

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.

Jennifer Otto

Name of Person Signing

Jennifer Otto

Signature

10/16/00

Date

9

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

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents & Trademarks, Box Assignments

TRADEMARK

Washington, D.C. 20231

REEL: 002177 FRAME: 0242

EXHIBIT G - TRADEMARK ASSIGNMENT

WHEREAS, Dadco Diversified, Inc., a Wisconsin corporation ("Dadco"), having its principal place of business at 2715 Hogarth Street, Eau Claire, Wisconsin 54703, has an interest in the following Trademarks:

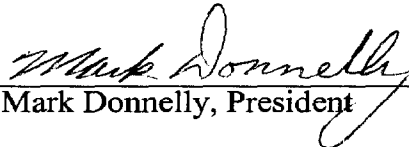
BAKE 'N RIZE, U.S. Registration No. 1,810,989; and
 BAKE TO RISE, U.S. Registration No. 2,234,316
 (hereinafter collectively referred to as "Trademarks"); and

WHEREAS, Schwan's Sales Enterprises, Inc., with its principal office located at 115 West College Drive, Marshall, Minnesota 56258-1796 ("Schwan's") is desirous of acquiring Dadco's right, title and interest in and to the Trademarks, including any claims and rights associated therewith, including but not limited to, any rights and claims to bring and maintain actions based on the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Dadco does hereby sell, assign, transfer, and convey to Schwan's, and to its successors and assigns, Dadco's right, title and interest in and to the Trademarks, including any claims and rights associated therewith, including but not limited to, any rights and claims to bring and maintain actions based on the Trademarks. Dadco's interest in the Trademarks is conveyed to Schwan's subject to a purchase agreement dated September 29, 2000, and Dadco makes no further warranties or representations whatsoever herein.

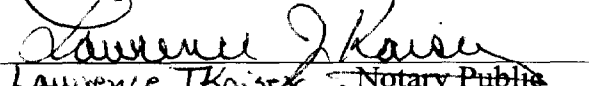
IN WITNESS WHEREOF, Dadco has caused these presents to be duly executed this 11th day of October, 2000. This Assignment is effective beginning October 17, 2000.

DADCO DIVERSIFIED, INC.


 By: Mark Donnelly, President

STATE OF WISCONSIN)
)ss.
 COUNTY OF EAU CLAIRE)

Personally came before me this 11th day of October, 2000, the above-named Mark Donnelly, to me known to be the person who executed the foregoing instrument and acknowledge the same as president of Dadco Diversified, Inc.


 Lawrence J. Kaiser, Notary Public
 Eau Claire County, Wisconsin
 My commission ~~expires~~ is permanent