

04-23-2001

4/9/01



101683902

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID #
- Correction of PTO Error
Reel # Frame #
- Corrective Document
Reel # Frame #

Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
- Merger Effective Date
Month Day Year
- Change of Name
- Other

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name

Formerly

- Individual General Partnership Limited Partnership Corporation Association
- Other

Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKATA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)
City

State/Country

Zip Code

- Individual General Partnership Limited Partnership If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)
- Corporation Association
- Other

Citizenship/State of Incorporation/Organization

FOR OFFICE USE ONLY

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

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

TRADEMARK

REEL: 002276 FRAME: 0641

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

<input type="text" value="1768791"/>	<input type="text" value="1428624"/>	<input type="text"/>
<input type="text" value="1549354"/>	<input type="text" value="1427652"/>	<input type="text"/>
<input type="text" value="1527153"/>	<input type="text"/>	<input type="text"/>

Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

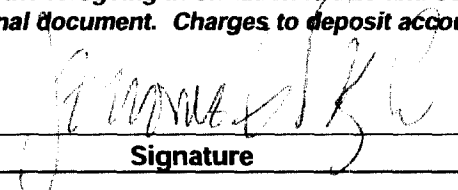
Yes

No

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. Charges to deposit account are authorized, as indicated herein.

Name of Person Signing



Signature

Date Signed

ASSIGNMENT OF TRADEMARK REGISTRATIONS AND APPLICATIONS

THIS ASSIGNMENT is made by LOV-IT CREAMERY, INC., a Wisconsin corporation, of 443 N. Henry, Green Bay, WI, 54302, U.S.A. (hereinafter the "Assignor") to SCHREIBER FOODS, INC., a Wisconsin corporation of 425 Pine Street, Green Bay, WI, 54301, U.S.A. (hereinafter the "Assignee").

Assignor is the owner of the following trademarks and registrations and applications thereof:

<u>Mark</u>	<u>Country</u>	<u>Registration/ Application No.</u>	<u>Registration/ Filing Date</u>
Bellagusto	USA	Reg. 1768791	Reg. 05/04/1993
Lov-It Wisconsin Blend	USA	Reg. 1549354	Reg. 07/25/1989
Lov-It Dairy Fresh Butterup	USA	Reg. 1527153	Reg. 02/28/1989
Lov-It	USA	Reg. 1428624	Reg. 02/10/1987
Seymour	USA	Reg. 1427652	Reg. 02/03/1987

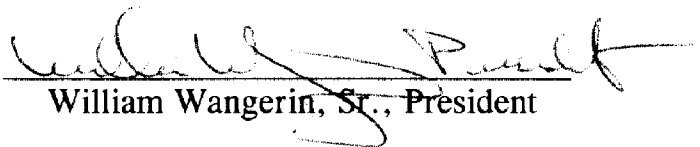
For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby transfers and assigns to Assignee its successors and assigns, Assignor's entire right, title and interest in and to the listed trademarks, together with the goodwill of the business symbolized by the trademarks, and together with the applications for and registrations of the trademarks and the right to sue for, and recover damages for past infringement of, the trademarks.

Assignor further assigns to Assignee any rights held by Assignor in any country in any of the listed trademarks, together with the goodwill associated therewith, such that the Assignee shall in all respects hold and enjoy any and all rights previously held and enjoyed by Assignor as user and owner of the listed trademarks prior to the date hereof.

Assignor represents to Assignee, its successors and assigns, that Assignor has not and shall not execute any writings or do any acts whatsoever conflicting with this Assignment. Assignor, and any representative, executor and/or administrator of Assignor, will at any time, upon request and without additional consideration (but at the expense of Assignee or its successors, and assigns) execute any and all additional writings and do such additional acts as Assignee, its successors and assigns, may deem desirable to perfect its enjoyment of this Assignment and grant, and render any and all assistance in making application for and obtaining, maintaining and enforcing the rights granted herein in all countries.

Dated this 2nd day of April, 2001.

LOV-IT CREAMERY, INC.

By: 
William Wangerin, Sr., President

STATE OF WISCONSIN)
)ss
COUNTY OF BROWN)

Personally came before me this 2nd day of April, 2001, the above-named William Wangerin, Sr. to me known to be the person who executed the foregoing instrument and acknowledged the same.

Elizabeth A. Heyer
Notary Public, Elizabeth A. Heyer
My Commission Expires: 10/7/01