



OMB 0651-0027

TRADEMARK

**Domestic Representative Name and Address**

Enter for the first Receiving Party only

Name Michael J. Lund

Address (line 1) Cook & Franke S.C.

Address (line 2) 660 East Mason Street

Address (line 3) Milwaukee, WI 53202

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number (414) 271-5900

Name Michael J. Lund

Address (line 1) Cook & Franke S.C.

Address (line 2) 660 East Mason Street

Address (line 3) Milwaukee, WI 53202

Address (line 4)

**Pages**

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

# 4

**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)

936,169  
794,886  
1,046,478  
914,078

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41): \$ \_\_\_\_\_

Method of Payment:

Credit Card Authorization ( X )

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 ( X ) 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.

Michael J. Lund  
Name of Person Signing

Michael J. Lund  
Signature

October 2, 2001  
Date

## ASSIGNMENT OF TRADEMARKS

This Assignment is from Berliner & Marx, Inc., a Delaware corporation ("Assignor") to Plume De Veau, Inc., a Delaware corporation ("Assignee").

Assignor does hereby sell, convey, assign, transfer and deliver to Assignee all of Assignor's right, title and interest in and to the following trademarks, together with good will of the business symbolized by the trademarks and registered with the U.S. Patent and Trademark Office:

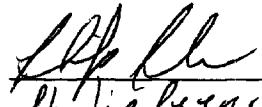
- |    |                             |  |
|----|-----------------------------|--|
| 1. | <b>Mark</b>                 | Plume De Veau (for complete description see attached). |
|    | <b>Mark Drawing Code</b>    | (3) Design Plus Words, Letters and/or Numbers          |
|    | <b>Design Search Code</b>   | 090510   |
|    | <b>Serial Number</b>        | 72370541   |
|    | <b>Original Filing Date</b> | September 14, 1970                                     |
|    | <b>Registration Number</b>  | 936169   |
|    | <b>Registration Date</b>    | June 20, 1972  |
| 2. | <b>Mark</b>                 | Plume De Veau (for complete description see attached). |
|    | <b>Mark Drawing Code</b>    | (1) Typed Drawing                                      |
|    | <b>Serial Number</b>        | 72202221   |
|    | <b>Original Filing Date</b> | September 21, 1964                                     |
|    | <b>Registration Number</b>  | 794886   |
|    | <b>Registration Date</b>    | August 24, 1965  |

3. **Mark** Farmbelt (for complete description see attached).
- Mark Drawing Code** (1) Typed Drawing
- Serial Number** 73067534
- Original Filing Date** October 30, 1975
- Registration Number** 1046478
- Registration Date** August 17, 1976
4. **Mark** Farmbelt Brand Meat Products Farmbelt (for complete description see attached).
- Mark Drawing Code** (3) Design Plus Words, Letters, and/or Numbers
- Design Search Code** 011708 240501 240907 260107
- Serial Number** 72339122
- Original Filing Date** September 29, 1969
- Registration Number** 0914078
- Registration Date** June 8, 1971

The U.S. Patent and Trademark Office is hereby authorized to record such assignment and to list Plume De Veau Inc. as the owner of record of the above trademarks.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed and delivered as of February \_\_, 2001, by its duly authorized officer(s).

BERLINER & MARX, INC.

By:  2/02/01  
Philip Peracross  
 Its President