

Form PTO-1594  
(Rev. 10/02)  
OMB No. 0651-0027 (exp. 8/30/2005)  
Tab settings

### REGORDATION FORM COVER SHEET TRADEMARKS ONLY

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

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):  
Victor Allen's Coffee & Tea, Inc.

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

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

2. Name and address of receiving party(ies)  
Name: Victor Allen's Coffee, LLC  
Internal Address: \_\_\_\_\_  
Street Address: 713 Post Road  
City: Madison State: WI Zip: 53713

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation-State \_\_\_\_\_  
 Other Limited Liability Company \_\_\_\_\_

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

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

Execution Date: April 29, 2002

4. Application number(s) or registration number(s):  
 A. Trademark Application No.(s) 75778327  
 76242621, 76242789, 76330415

B. Trademark Registration No.(s) 1582823, 1632337,  
 2129073, 2134258, 2134270, 2135655,  
 2137204, 2172079, 2497297, 2609343

Additional number(s) attached  Yes  No


5. Name and address of party to whom correspondence concerning document should be mailed:  
 Name: Nia Enemuoh-Trammell  
 Internal Address: hntrammell@mbf-law.com  
 Street Address: One S. Pinckney St., Suite 700  
 City: Madison State: WI Zip: 53703

6. Total number of applications and registrations involved: 14

7. Total fee (37 CFR 3.41).....\$ 365  
 Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number:  
 50-0842

**DO NOT USE THIS SPACE**

9. Signature.  
 Nia Enemuoh-Trammell                                            March 17, 2003  
 Name of Person Signing                      Signature                      Date

Total number of pages including cover sheet, attachments, and document: 4

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patent & Trademarks, Box Assignments  
Washington, D.C. 20231

**ASSIGNMENT OF TRADEMARK REGISTRATIONS AND APPLICATIONS**

WHEREAS, Victor Allen's Coffee & Tea, Inc., a Wisconsin corporation located at 713 Post Road, Madison, WI 53713, (hereinafter "Assignor") was the owner of the U.S. trademark registrations and applications listed on Exhibit A attached hereto ("Trademarks"); and

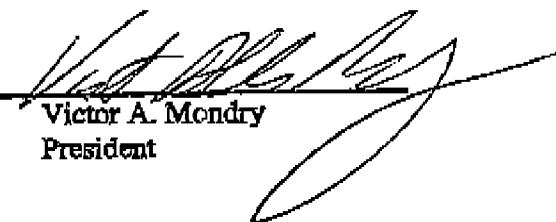
WHEREAS, Victor Allen's Coffee, LLC, a Wisconsin limited liability company located at 713 Post Road, Madison, WI 53713, (hereinafter "Assignee") did acquire said Trademarks of Assignor on April 29, 2002;

WHEREAS, Assignee is a successor to the ongoing and existing business of Assignor to which the Trademarks pertain;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to said Trademarks, together with the goodwill of the business symbolized by the Trademarks, including the right to sue for all infringements that may have occurred before execution of this Assignment, nunc pro tunc as of April 29, 2002.

IN WITNESS WHEREOF, this Assignment has been duly executed by Assignor, as of April 29, 2002.

Victor Allen's Coffee & Tea, Inc.

By:   
Victor A. Mondry  
President

State of Wisconsin     )  
                                  ) SS  
County of Dane         )

Signed and sworn to before me  
this \_\_\_\_\_ day of \_\_\_\_\_, 2002.

\_\_\_\_\_  
Notary Public  
My Commission Expires: \_\_\_\_\_

**EXHIBIT A****Trademarks**

1. VICTOR ALLEN'S  
U.S. Registration No. 1582823  
Registered February 13, 1990
2. VICTOR ALLEN'S  
U.S. Registration No. 1632337  
Registered January 22, 1991
3. SOFT SIP  
U.S. Registration No. 2129073  
Registered January 13, 1998
4. MISCELLANEOUS DESIGN  
Registration No. 2134258  
Registered February 3, 1998
5. MISCELLANEOUS DESIGN  
Registration No. 2134270  
Registered February 3, 1998
6. VICTOR ALLEN'S and Design  
U.S. Registration No. 2135655  
Registered February 10, 1998
7. VICTOR ALLEN'S and Design  
U.S. Registration No. 2137204  
Registered February 17, 1998
8. PRECISION ROASTED  
U.S. Registration No. 2172079  
Registered July 14, 1998
9. ROAST METEER  
U.S. Registration No. 2497297  
Registered October 9, 2001
10. TAZZA RICA  
U.S. Registration No. 2609343  
Registered August 20, 2002

**Pending Applications**

1. WILD GRAINS  
Serial No. 75778327  
Filed August 18, 1999
  
2. BLACK VELVET  
Serial No. 76242621  
Filed April 18, 2001
  
3. KALAKINI  
Serial No. 76242789  
Filed April 18, 2001
  
4. RIPAFRATTA  
Serial No. 76330415  
Filed October 26, 2001

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