

02-27-2003



102375287

To the Honorable Commissioner of .

ed original documents or copy thereof.

1. Name of conveying party(ies):

Duo Delights, Inc.

2-25-03

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

Wisconsin

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

3. Nature of conveyance:

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

Execution Date: January 29, 2003

2. Name and address of receiving party(ies)

Name: The Wisconsin Cheeseman, Inc.

Internal

Address: 301 Broadway Drive

Street Address: _____

City: Sun Prairie State: WI Zip: 53590

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State Wisconsin
- 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 registration number(s):

A. Trademark Application No.(s)

75/679,246

B. Trademark Registration No.(s)

Additional number(s) attached Yes No

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

Name: Lydie Arthos Hudson

Internal Address: Lathrop & Clark LLP

P.O. Box 1507

Madison WI 53701-1507

Street Address: 740 Regent Street, Suite 400

City: Madison State: WI Zip: 53715

6. Total number of applications and registrations involved: _____

7. Total fee (37 CFR 3.41).....\$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

15-0660

(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.

Lydie Arthos Hudson

Name of Person Signing

Lydie Arthos Hudson

Signature

February 19, 2003

Date

Total number of pages including cover sheet, attachments, and document: 3

40,000 documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks Box Assignments
Washington, D.C. 20231

TRADEMARK
REEL: 002678 FRAME: 0738

TRADEMARK ASSIGNMENT

WHEREAS, Duo Delights, Inc., a Wisconsin corporation, having its principal place of business at 301 Broadway Drive, Sun Prairie, WI 53590 ("Duo Delights"), has adopted and used the mark DUO DELIGHTS to identify candies, cookies and chocolates; and

WHEREAS, Duo Delights, Inc. is the owner of pending application Serial No. 75/679,246, covering the mark DUO DELIGHTS, that was filed in the United States Patent and Trademark Office on April 9, 1999; and

WHEREAS, The Wisconsin Cheeseman, Inc., a Wisconsin corporation, having its principal place of business at 301 Broadway Drive, Sun Prairie, Wisconsin 53590-1743 ("Wisconsin Cheeseman"), desires to acquire the above-identified mark, the pending application for registration thereof and the goodwill of the business associated with said mark;

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Duo Delights hereby sells, assigns, and transfers to Wisconsin Cheeseman, all of its right, title, and interest in and to the DUO DELIGHTS mark and the pending application for registration referred to above, together with all of the goodwill of the business associated with said mark.

ASSIGNOR:

DUO DELIGHTS, INC.



Jay F. Singer, President

STATE OF WISCONSIN)
) ss.
COUNTY OF DANE)

On this 29th day of January, 2003, before me appeared Jay Singer, the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of the identified corporation as its President with authority to do so.

James Berkestadt
Notary Public
Dane County, State of Wisconsin
My Commission: is permanent.