


Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005) Tab settings <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<b>RECORDATION FORM COVER SHEET TRADEMARKS ONLY</b>	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.		
<b>1. Name of conveying party(ies):</b> WJC & Company, LLC  <input type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input type="checkbox"/> Corporation-State <input checked="" type="checkbox"/> Other <u>Limited Liability Company- Colorado</u>  Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<b>2. Name and address of receiving party(ies)</b> Name: <u>BGW Marketing Company, LLC</u> Internal Address: _____  Street Address: <u>5025 South Packard Avenue</u> City: <u>Cudahy</u> State: <u>WI</u> Zip: <u>53110</u>  <input type="checkbox"/> Individual(s) citizenship _____ <input type="checkbox"/> Association _____ <input type="checkbox"/> General Partnership _____ <input type="checkbox"/> Limited Partnership _____ <input type="checkbox"/> Corporation-State _____ <input checked="" type="checkbox"/> Other <u>Limited Liability Company -Delaware</u> <small>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input type="checkbox"/> No (Designations must be a separate document from assignment)</small> Additional name(s) & address( es) attached? <input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>3. Nature of conveyance:</b> <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____ Execution Date: <u>04/14/2003</u>	<b>4. Application number(s) or registration number(s):</b> A. Trademark Application No.(s) <u>75/114040, 75/690695</u> <u>75/299102, 76/302665</u> B. Trademark Registration No.(s) <u>1543536, 1564623,</u> <u>1408592</u> Additional number(s) attached <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
<b>5. Name and address of party to whom correspondence concerning document should be mailed:</b> Name: <u>Robert L. Titley</u> Internal Address: <u>Quarles &amp; Brady LLP</u>  Street Address: <u>411 East Wisconsin Avenue</u>  City: <u>Milwaukee</u> State: <u>WI</u> Zip: <u>53202</u>	<b>6. Total number of applications and registrations involved:</b> ..... <span style="border: 1px solid black; padding: 2px;">7</span>  <b>7. Total fee (37 CFR 3.41):</b> ..... \$ <u>190.00</u> <input type="checkbox"/> Enclosed <input checked="" type="checkbox"/> Authorized to be charged to deposit account  <b>8. Deposit account number:</b> <u>170055</u>	
<b>DO NOT USE THIS SPACE</b>		
<b>9. Signature.</b>  <div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <u>Heather L. Cain</u>            Name of Person Signing         </div> <div style="width: 30%; text-align: center;">             Signature         </div> <div style="width: 30%; text-align: right;"> <u>July 16, 2003</u>            Date         </div> </div> <div style="text-align: center; margin-top: 10px;">         Total number of pages including cover sheet, attachments, and document: <span style="border: 1px solid black; padding: 2px;">4</span> </div>		

CH \$190.00 170055 75114040

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

**ASSIGNMENT OF TRADEMARKS**

**WHEREAS**, WJC & Company, LLC, a limited liability company organized and existing under the laws of the State of Colorado and having a place of business at 201 Front Street, #112 Key West, Florida 33040 (hereinafter referred to as ASSIGNOR) is the owner of all right, title and interest in and to the "Bellini" trademarks (and associated trademark registrations and pending registration applications) set forth on the annexed Schedule A (the "TRADEMARKS"), and the goodwill of the business connected with the use of and symbolized by the TRADEMARKS; and

**WHEREAS**, BGW Marketing Company, LLC, a limited liability company organized and existing under the laws of the State of Delaware and having a place of business at 5025 South Packard Avenue, Cudahy, WI 53110 (hereinafter referred to as ASSIGNEE) is desirous of acquiring all the right, title and interest of ASSIGNOR in, to and under the TRADEMARKS together with the goodwill of the business connected with the use of and symbolized by the TRADEMARKS;

**NOW, THEREFORE**, in consideration of the sum of ten dollars (\$10.00) and other good and valuable consideration paid by ASSIGNEE to ASSIGNOR, the sufficiency and receipt of which are hereby acknowledged, ASSIGNOR hereby irrevocably sells, transfers and assigns to ASSIGNEE (1) all of ASSIGNOR's right, title and interest in and to the TRADEMARKS (including the registrations therefor) together with the goodwill of the business connected with the use of and symbolized by such TRADEMARKS, (2) all claims of ASSIGNOR for damages or profits arising out of any infringements of the TRADEMARKS prior to the date hereof and the right to sue for and collect the same, and (3) all right, title and interest of ASSIGNOR in any trade names of which the TRADEMARKS or the words incorporated therein form a part. Notwithstanding anything to the contrary herein, the TRADEMARKS and the transfer of same hereunder, are subject to a security interest in favor of Joseph Scapa and Carla Scapa.

ASSIGNOR further agrees to execute such other and further documents as may be required to effectuate this Assignment, including such other documents that must be, or in the reasonable judgment ASSIGNEE should be, filed to record ASSIGNEE as the owner of the TRADEMARKS herein assigned.

IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment to be duly executed as of this 14 day of APRIL 2003, to be effective as of the 14 day of APRIL 2003.

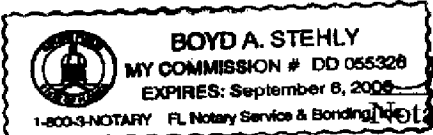
WJC & Company, LLC

By: Wallace E. Clark  
Name: Wallace E. Clark  
Title: President

STATE OF FLORIDA

COUNTY OF MONROE

On APRIL 14, 2003 before me personally came Wallace E. Clark to me known who, being by me duly sworn, said that he is the President of WJC & Company, LLC and that pursuant to authority duly granted he is the individual who executed the foregoing Assignment of Trademarks on behalf of WJC & Company, LLC.

 Boyd A. Stehly  
BOYD A. STEHLY  
MY COMMISSION # DD 055328  
EXPIRES: September 6, 2006  
1-800-3-NOTARY FL Notary Service & Bonding  
Notary Public

**Schedule A**United States Trademark Registrations

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
BELLINI	1,543,536	June 13, 1989
BELLINI & Design	1,564,623	November 7, 1989
BELLINI	1,408,592	September 9, 1986

United States Trademark Applications

<u>Trademark</u>	<u>Application No.</u>	<u>Application Date</u>
BELLINI MENS	75/114,040	June 4, 1996
BELLINI	75/690,695	April 23, 1999
BELLINI	75/299,102	May 28, 1997
BELLINI KIDS	76/302,665	August 20, 2001

Foreign Trademark Registrations

<u>Trademark</u>	<u>Country</u>	<u>Registration No.</u>	<u>Registration Date</u>
BELLINI	Costa Rica	7032-7978	February 14, 2002
BELLINI	Honduras	82.507	September 6, 2001
BELLINI	Guatemala	112,517	August 31, 2001
BELLINI (Int'l Cl. 25)	Nicaragua	53.794	May 14, 2002
BELLINI (Int'l Cl. 18)	Nicaragua	53.795	May 14, 2002

Foreign Trademark Applications

<u>Trademark</u>	<u>Country</u>	<u>Application No.</u>	<u>Application Date</u>
BELLINI	Canada	Reg. No. TMA372609	Reg. Date August 31, 1990
BELLINI	Canada	710,826	August 10, 1992
BELLINI	Canada	1,097,439	March 27, 2001
BELLINI	El Salvador	8560/99	June 30, 1999
BELLINI	Guatemala	99-05157	June 28, 1999
BELLINI (Int'l Cl. 25)	Mexico	524932	December 18, 2001
BELLINI (Int'l Cl. 18)	Mexico	526614	January 9, 2002