

FORM PTO-1594 (modified) U.S. DEPARTMENT OF COMMERCE
(Rev 03/01) RECORDATION FORM COVER SHEET U.S. Patent and Trademark Office
TRADEMARKS ONLY

To the Director of the United States Patent and Trademark Office: Please record the attached original documents or copies thereof.

1. Name of conveying party(ies):
Distribudora de Quesos Mexicanos, Inc.

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

Additional conveying party(ies) **NO**

2. Name and address of receiving party(ies):

Name: **Mexican Cheese Producers, Inc.**
Internal Address: **Suite 205**
Street Address: **1625 10th Street**
City: State: Zip: **Monroe, WI 53566**

Individual(s) citizenship
 Association
 General Partnership
 Limited Partnership
 Corporation-State - WI
 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

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: **November 18, 2002**

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,689,289

Additional number(s) attached Yes No

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

Name: **Richard J. McKenna**
Internal Address: **FOLEY & LARDNER LLP**
Street Address: **777 East Wisconsin Avenue**
City: **Milwaukee** State: **Wisconsin** Zip: **53202-5306**

6. Total number of applications and registrations involved: **1**

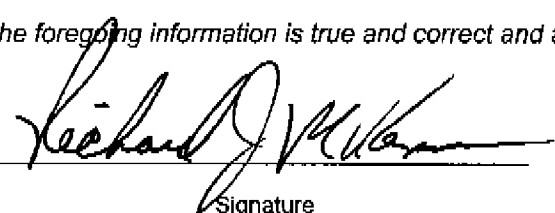
7. Total fee (37 C.F.R. § 3.41): **\$40.00**

Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:
06-1447

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.

Richard J. McKenna  **04/15/2004**

Name of person signing Signature Date

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

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EXHIBIT A

TRADEMARK ASSIGNMENT

WHEREAS, Distribidora de Quesos Mexicanos, Inc., an Illinois Corporation, ("Assignor") is the current owner of the trademark application Ser. No. 76/270,964 and all associated rights in the trademark PLAYERO (the "Mark"); and

WHEREAS, Mexican Cheese Producers, Inc., a Wisconsin Corporation ("Assignee") wishes to acquire the Mark together with the goodwill and that portion of the ongoing and existing business in connection with which the Mark is used;

NOW, THEREFORE, in consideration of and in exchange for \$1.00 and other valuable and legally sufficient consideration, the receipt of which Assignor hereby acknowledges, Assignor hereby agrees to and does sell, assign and transfer to Assignee its entire right, title and interest in and to the Mark together with the goodwill and that portion of the ongoing and existing business to which the Mark pertains, as well as all rights of enforcement and recovery for past infringement. Assignor further agrees to take all reasonable and necessary steps to implement the provisions of this assignment.

IN WITNESS WHEREOF, a duly authorized officer of Assignor has executed this agreement on the date listed below.

Distribuidora de Quesos Mexicanos, Inc.

Mexican Cheese Producers, Inc.

By: Martina Leal

By: Fred J. Poder

Print Name: Martina Leal

Print Name:

Title: Secretary

Title: Treasurer

Date: 11-18-02

Date: 11-18-02