

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
------------------	----------------

NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
-----------------------	--

CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Societe Anonyme des Caves et des Producteurs Reunis de Roquefort		02/06/2004	CORPORATION: FRANCE

RECEIVING PARTY DATA	
Name:	Consorzio per la Tutela del Formaggio Pecorino Romano
Street Address:	Corso Umberto I, 226
City:	Macomer-Nuoro
State/Country:	ITALY
Postal Code:	08015
Entity Type:	consortium: ITALY

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Serial Number:	74472955	PECORA

CORRESPONDENCE DATA	
Fax Number:	(212)688-2870
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	212-753-7500
Email:	dresnick@hartmancraven.com
Correspondent Name:	Debra I. Resnick
Address Line 1:	488 Madison Avenue
Address Line 4:	New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	1094-601.03
-------------------------	-------------

DOMESTIC REPRESENTATIVE	
Name:	Debra I. Resnick
Address Line 1:	488 Madison Avenue
Address Line 4:	New York, NEW YORK 10022

	TRADEMARK
--	------------------

OP \$40.00 74472955

NAME OF SUBMITTER:

Debra I. Resnick

Total Attachments: 2

source=Assignment#page1.tif

source=Assignment#page2.tif

ASSIGNMENT OF TRADEMARK

WHEREAS, Société Anonyme des Caves et des Producteurs Reunis de Roquefort, a French corporation ("Assignor"), of 12250 Roquefort-sur-Soulzon, France, has intended to use the mark PECORA in interstate commerce and has filed an application with the United States Patent and Trademark Office on December 21, 1993, based on its bona fide intent to use such mark in commerce, which application has been given Serial No. 74/472,955, but has not yet filed an allegation of use of the mark under Section 1(c) or 1(d) of the Trademark Act, and

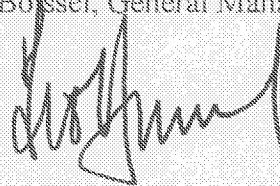
WHEREAS, Consorzio per la Tutela del Formaggio Pecorino Romano, an Italian consortium ("Assignee"), of Corso Umberto I, 226, 08015 Macomer-Nuoro, Italy, is acquiring the entire business or portion thereof to which the mark pertains as required by 15 U.S.C. § 1060,

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee, its successors and assigns, all of Assignor's right, title and interest in and to the mark in the above-identified application as part of the entire business or portion thereof to which the mark pertains as required by 15 U.S.C. § 1060.

IN WITNESS WHEREOF, the Assignor has caused this Agreement to be signed by its duly authorized officer for this purpose on the 6 day of February, 2004.

SOCIÉTÉ ANONYME DES CAVES ET DES
PRODUCTEURS REUNIS DE ROQUEFORT

By: _____
Antoine Boissel, General Manager

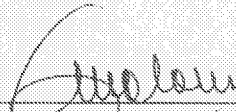


DESIGNATION OF DOMESTIC REPRESENTATIVE

Assignee, Consorzio per la tutela del formaggio Pecorino Romano, hereby appoints the law firm of Hartman & Craven LLP, 488 Madison Avenue, New York, New York 10022 ((212) 753-7500), and each and every member and associate thereof, as its attorneys, to conduct all business in the United States Patent and Trademark Office or any court in the United States in connection with PECORA (Serial No. 74/472,955). Richard H. Koby, a member of said law firm, is designated domestic representative upon whom may be served process or notice of proceedings affecting the registration of PECORA or the rights thereunder.

CONSORZIO PER LA TUTELA DEL
FORMAGGIO PECORINO ROMANO

By: _____


Salvatore Meloni
President