

FORM PTO-1594  
1-31-92 □

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

Director of the US Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450 via Facsimile 703-306-5995.  
Please record and index the attached original documents or copy thereof.

1. Name of conveying party(ies): **Victor Allen's**  
 Address: P.O. Box 307  
 City: Little Chute State: WI Zip: 54140  
 State of USA Corporation

3. Nature of Conveyance: **Assignment**  
 Execution Date: **August 9, 2004**

2. Name and address of receiving party(ies):  
 Name: **Victor Allen's Coffee, LLC**  
 Address: 1101 Moasis Drive  
 City: Little Chute State: WI Zip: 54140  
 Type of Company: **LLC**  
 Corporation-State: **Wisconsin**

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
 (Designation must be a separate document from Assignment)  
 Additional name(s) & address(es) attached?  Yes  No

4. A. Trademark Application No.(s) **78371665** B. Trademark Registration No.(s)  
 Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:  
 Charlene L. Yager  
 Michael Best & Friedrich LLP  
 One South Pinckney Street  
 P. O. Box 1806  
 Madison, WI 53701-1806

6. Total number of applications and registrations involved: **\_1**

7. Total fee (37 CFR 3.41):.....\$ **40.00**  
 Enclosed  
 Deficiencies in fee charged to deposit account

8. Deposit account number: **50-0842**

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.*

Charlene L. Yager      *Charlene L. Yager*      September 13, 2004  
 Name of Person Signing      Signature      Date

Total number of pages including cover sheet, attachments, and document: **2**

OMB No. 0651-0011 (exp. 4/98) TPFORMTMASSIGN

Attorney File **093102-9031**

CH \$40.00 600842 78371665

cc: Docketing

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TRADEMARK  
REEL: 002937 FRAME: 0814

**ASSIGNMENT OF APPLICATION FOR REGISTRATION OF A MARK**

WHEREAS, Victor Allen's, USA corporation having an address of P.O. Box 307, Little Chute, WI 54140 (hereinafter "Assignor") has adopted and is using a mark for which Assignor has filed an application in the United States Patent & Trademark Office for registration, Serial No. 78371665; and

WHEREAS, Victor Allen's Coffee, LLC, Wisconsin corporation of 1101 Moasis Drive Little Chute, WI 54140 (hereinafter "Assignee") is desirous of acquiring said mark;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to said mark, together with the goodwill of the business symbolized by the mark and the above-identified application for registration of said mark.

The Commissioner for Trademarks is requested to issue the certificate of registration to Assignee.

VICTOR ALLEN'S  
("Assignor")

Date: August 9, 2004

By:   
Scott Dercks  
Chief Operating Officer