

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
Mexican Cheese Producers, Inc.		04/17/2004	CORPORATION: WISCONSIN

RECEIVING PARTY DATA

Name:	New Mexican-Latino, Inc.
Street Address:	1625 10th Street
Internal Address:	Suite 20
City:	Monroe
State/Country:	WISCONSIN
Postal Code:	53566
Entity Type:	CORPORATION: WISCONSIN

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Registration Number:	2897268	PLAYERO
Registration Number:	2866762	BOLYOGURT
Serial Number:	78269712	LA CHONA
Registration Number:	2797798	LOS PORTALES
Serial Number:	78268943	LA CHONA HECHO POR MEXICANOS AUTHENTIC MEXICAN YOGURT
Registration Number:	2662911	AUTHENTIC OLD WORLD QUALITY HECHO POR MEXICANOS
Registration Number:	2289977	LOS PORTALES
Registration Number:	2731565	PLAYERO
Registration Number:	2853978	
Registration Number:	2832159	
Registration Number:	2689289	PLAYERO

CORRESPONDENCE DATA

**TRADEMARK
 REEL: 003101 FRAME: 0083**

CH \$290.00 2897268

Fax Number: (414)297-4900
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 414-271-2400
Email: ptomailmilwaukee@foley.com
Correspondent Name: Richard J. McKenna
Address Line 1: 777 East Wisconsin Avenue
Address Line 2: FOLEY & LARDNER LLP
Address Line 4: Milwaukee, WISCONSIN 53202

NAME OF SUBMITTER:	Julie A. Murphy
Signature:	/Julie A. Murphy/
Date:	06/10/2005

Total Attachments: 2
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U.S. TRADEMARK ASSIGNMENT

WHEREAS, MEXICAN CHEESE PRODUCERS, INC., a Wisconsin corporation ("Assignor") is the current owner of the trademark registrations, applications and all associated rights listed on the attached Schedule A (the "Mark(s)"); and


WHEREAS, NEW MEXICAN-LATINO, INC., a Wisconsin corporation ("Assignee") wishes to acquire the Marks together with the goodwill of the business and that portion of the ongoing and existing business in connection with which the Mark(s) are 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(s) together with the goodwill of the of the business and that portion of the ongoing and existing business to which the Mark(s) pertain, 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 and Assignee has executed this agreement on the date listed below.

MEXICAN CHEESE PRODUCERS, INC.

NEW MEXICAN-LATINO, INC.

By: 
Print Name: Miguel Leal

By: 
Print Name: Miguel Leal

Title: President

Title: President

Date: 04-17-04

Date: 04-17-04

ATTACHMENT A

<u>TRADEMARK</u>	<u>REG. NO.</u>	<u>SERIAL NO.</u>
PLAYERO		78/268,817
BOLYOGURT		78/264,208
LA CHONA		78/269,712
[REDACTED]		[REDACTED]
LOS PORTALES	2,797,798	
LA CHONA HECHO POR MEXICANOS AUTHENTIC MEXICAN RECIPES & Design		78/268,943
AUTHENTIC OLD WORLD QUALITY HECHO POR MEXICANOS & Design	2,662,911	
LOS PORTALES & Design	2,289,977	
[REDACTED] [REDACTED] [REDACTED] [REDACTED]		[REDACTED]
PLAYERO & Design	2,731,565	
MISC. DESIGN (PIG)		78/276,308
MISC. DESIGN (STANDING COW)		78/264,232
PLAYERO	2,689,289	