

Form PTO-1594 (Rev. 06/04)
OMB Collection 0651-0027 (exp. 6/30/2005)

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

**RECORDATION FORM COVER SHEET
TRADEMARKS ONLY**

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)/Execution Date(s):
Michael Gurin

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

Citizenship (see guidelines) _____

Execution Date(s) February 12, 2005

Additional names of conveying parties attached? Yes No

2. Name and address of receiving party(ies) Yes No
Additional names, addresses, or citizenship attached? Yes No

Name: O'Lala Foods, Inc.
Internal Address: Suite 300
Street Address: One Northfield Plaza
City: Northfield
State: Illinois
Country: USA Zip: 60093

Association Citizenship _____
 General Partnership Citizenship _____
 Limited Partnership Citizenship _____
 Corporation Citizenship _____
 Other _____ Citizenship _____

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)

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

4. Application number(s) or registration number(s) and Identification or description of the Trademark.

A. Trademark Application No.(s)
78/217,231 and 78/146,013

B. Trademark Registration No.(s)

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):
CHOCO'LA filed February 20, 2003 and CHOCO LALA filed July 21, 2002 respectively

5. Name & address of party to whom correspondence concerning document should be mailed:
Name: Bryan P. Sugar, Esq.

Internal Address: _____
Wildman Harrold Allen & Dixon LLP

Street Address: 225 West Wacker Drive
Suite 2900

City: Chicago
State: IL Zip: 60606-1229
Phone Number: 312-201-2197
Fax Number: 312-201-2555
Email Address: sugar@wildmanharrold.com

6. Total number of applications and registrations involved: 2

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ _____

Authorized to be charged by credit card
 Authorized to be charged to deposit account
 Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number 23-2126
Authorized User Name Bryan P. Sugar

9. Signature: _____ 8-12-05 _____
Signature Date

Bryan P. Sugar, Esq.
Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 5

Documents to be recorded (including cover sheet) should be faxed to (703) 308-6995, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

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Form PTO-1594 (Rev. 06/04)
OMB Collection 0651-0027 (exp. 8/30/2005)



DEPARTMENT OF COMMERCE
Patent and Trademark Office

RECORD. 102952296
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 General Partnership Limited Partnership
 Corporation-State
 Other _____

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Suite 2900
City: Chicago
State: IL Zip: 60606-1229
Phone Number: 312-201-2197
Fax Number: 312-201-2555
Email Address: sugar@wildmanharrold.com

6. Total number of applications and registrations involved: 2

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 65.00

Authorized to be charged by credit card
 Authorized to be charged to deposit account
 Enclosed

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a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number 23-2126
Authorized User Name Bryan P. Sugar

9. Signature: Bryan P. Sugar, Esq. Signature [Signature] Date 2/17/05

Name of Person Signing

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

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01 FC:8521 40.00 DA
02 FC:8522 25.00 DA

TRADEMARK
REEL: 003223 FRAME: 0550

ASSIGNMENT

WHEREAS, Michael Gurin, an individual, residing at 4132 Cove Lane, Unit A, Glenview, Illinois 60025 (hereinafter "Assignor"), is the owner of United States Application Nos. 78/217,231 for the mark CHOCO'LA and 78/146,013 for the mark CHOCO LALA (collectively, the "Marks") and has applied to register the Marks with the United States Patent and Trademark Office.

WHEREAS, O'Lala Foods, Inc., an Illinois corporation, having its principal place of business at One Northfield Plaza, Suite 300, Northfield, Illinois 60093 (hereinafter "Assignor"), is desirous of acquiring all right, title and interest in and to the Marks together with the good will of the business in connection with which the Marks are used.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Marks, together with the good will of the business in connection with which the Marks are used and which is symbolized by the Marks along with the right to recover damages and lost profits resulting from past infringement of the Marks.

Assignor agrees to execute and deliver at the request of Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts Assignee may require in order to vest all Assignor's rights, title, and interest in and to the Marks in Assignor.

ASSIGNOR

By: Michael H. Gurin

Title: President

Dated: 2/12/05

Subscribed and sworn to before me this 12 day of Feb 2005.

[Signature]
Notary Public
1484391.1

