

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bel/Kaukauna U.S.A., Inc.		06/22/2006	CORPORATION: WISCONSIN

RECEIVING PARTY DATA	
Name:	Bel Brands USA, Inc.
Street Address:	25 Northwest Point Blvd.
City:	Elk Grove Village
State/Country:	ILLINOIS
Postal Code:	60007
Entity Type:	CORPORATION: WISCONSIN

PROPERTY NUMBERS Total: 22

Property Type	Number	Word Mark
Registration Number:	1510309	BLUE MEADOW
Registration Number:	2792947	CONNOISSEUR KAUKAUNA
Registration Number:	0824998	COPPER CROCK CLUB,
Registration Number:	1245509	KAUKAUNA
Registration Number:	1400558	KAUKAUNA
Registration Number:	2608118	KAUKAUNA CHEDDAR MADE BETTER SINCE 1918
Registration Number:	1255433	KAUKAUNA CHEESE
Registration Number:	1212604	
Registration Number:	1141900	MERKT'S
Registration Number:	1510307	MERKTS
Registration Number:	1494404	MERKT'S COUNTRY CLASSIC FINEST QUALITY
Registration Number:	1455611	MERKT'S FIRST CHOICE
Registration Number:	1532208	MICRO MELT
Registration Number:	1934894	OWL'S NEST

CH \$565.00 1510309

Registration Number:	3006649	OWL'S NEST
Registration Number:	2707169	OWL'S NEST CHEESE
Registration Number:	1648259	THE ORIGINAL STONE CROCK CHEESE
Registration Number:	2632827	WISPRIDE CHEDDAR MADE BETTER SINCE 1933
Registration Number:	2993021	THE PRIDE OF WISCONSIN
Registration Number:	1787567	PRICE'S ORIGINAL HOME STYLE RECIPE
Registration Number:	1481719	PRICE'S
Registration Number:	0351930	WISPRIDE

**CORRESPONDENCE DATA**

Fax Number: (414)978-8675  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 414.277.5675  
Email: msl@quarles.com  
Correspondent Name: Marta S. Levine  
Address Line 1: Quarles & Brady LLP  
Address Line 2: 411 East Wisconsin Avenue  
Address Line 4: Milwaukee, WISCONSIN 53202

NAME OF SUBMITTER:	Marta S. Levine
Signature:	/MartaLevine/
Date:	08/10/2006

Total Attachments: 1  
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DEPARTMENT OF FINANCIAL INSTITUTIONS

To All to Whom These Present Shall Come, Greeting:

I, RAY ALLEN, Deputy Administrator, Division of Corporate & Consumer Services, Department of Financial Institutions do hereby certify that an amendment to the articles of incorporation of

BEL/KAUKAUNA U.S.A., INC.

was filed with this department on JUNE 22, 2006, changing the name of said corporation to the present name of

BEL BRANDS USA, INC.

IN TESTIMONY WHEREOF, I have  
hereunto set my hand and affixed the official seal  
of the Department on August 3, 2006.

A handwritten signature in black ink, appearing to read "Ray Allen".

RAY ALLEN, Deputy Administrator  
Division of Corporate & Consumer Services  
Department of Financial Institutions

BY: *Patricia Weber*



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Effective July 1, 1996, the Department of Financial Institutions assumed the functions previously performed by the Corporations Division of the Secretary of State and is the successor custodian of corporate records formerly held by the Secretary of State.