

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	CHANGE OF NAME
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
New Mexican-Latino, Inc.		09/30/2005	CORPORATION: WISCONSIN

RECEIVING PARTY DATA

Name:	Mexican Cheese Producers, Inc.
Street Address:	1625 10th Street
Internal Address:	Suite 205
City:	Monroe
State/Country:	WISCONSIN
Postal Code:	53566
Entity Type:	CORPORATION: WISCONSIN

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Registration Number:	2662911	AUTHENTIC OLD WORLD QUALITY HECHO POR MEXICANOS
Registration Number:	2866762	BOLYOGURT
Registration Number:	2982866	LA CHONA
Serial Number:	78268943	LA CHONA HECHO POR MEXICANOS AUTHENTIC MEXICAN YOGURT
Registration Number:	2797798	LOS PORTALES
Registration Number:	2853978	
Registration Number:	2832159	
Registration Number:	2897268	PLAYERO
Registration Number:	2689289	PLAYERO
Registration Number:	2731565	PLAYERO

CORRESPONDENCE DATA

OP \$265.00 2662911

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 4: Milwaukee, WISCONSIN 53202

ATTORNEY DOCKET NUMBER:	057361-0102
NAME OF SUBMITTER:	JULIE A. MURPHY
Signature:	/JULIE A. MURPHY/
Date:	10/31/2006

Total Attachments: 2  
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source=MCP#page2.tif

RECEIVED - DEPT OF  
SECURITIES & INSTITUTIONS  
STATE OF WISCONSIN

01 No 31200  
JM

State of Wisconsin  
DEPARTMENT OF FINANCIAL INSTITUTIONS  
Division of Corporate & Consumer Services



2005 NOV -8 AM 10:38

### ARTICLES OF AMENDMENT – STOCK, FOR-PROFIT CORPORATION

A. The present corporate name (prior to any change effected by this amendment) is:

New Mexican-Latino, Inc.

\_\_\_\_\_  
(Enter Corporate Name)

Text of Amendment (*Refer to the existing articles of incorporation and the instructions on the reverse of this form. Determine those items to be changed and set forth the number identifying the paragraph in the articles of incorporation being changed and how the amended paragraph is to read.*)

RESOLVED, THAT the articles of incorporation be amended as follows:

Article I of the Articles of Incorporation is amended to read that the name of the corporation is: MEXICAN CHEESE PRODUCERS, INC.

*Handwritten initials*

NOV 08 2005 10:44 AM  
F. B

304911

DCORP40

\$40.00

**FILING FEE - \$40.00** See instructions, suggestions and procedures on following pages.

DFI/CORP/4(R02/05/04) Use of this form is voluntary.

1 of 3

**TRADEMARK**  
**REEL: 003419 FRAME: 0008**

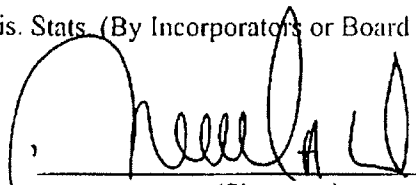
B. Amendment(s) adopted on September 30, 2005

(Indicate the method of adoption by checking (X) the appropriate choice below.)

- In accordance with sec. 180.1002, Wis. Stats. (By the Board of Directors)  
OR  
 In accordance with sec. 180.1003, Wis. Stats. (By the Board of Directors and Shareholders)  
OR  
 In accordance with sec. 180.1005, Wis. Stats. (By Incorporators or Board of Directors, before issuance of shares)

C. Executed on September 30, 2005  
(Date)

Title:  President  Secretary  
or other officer title \_\_\_\_\_

  
\_\_\_\_\_  
(Signature)

Miguel Leal

\_\_\_\_\_  
(Printed name)

This document was drafted by Atty. Todd W. Schluesche  
(Name the individual who drafted the document)

**INSTRUCTIONS** (Ref. sec. 180.1006 Wis. Stats. for document content)

Submit one original and one exact copy to Dept. of Financial Institutions, P O Box 7846, Madison WI, 53707-7846, together with a **FILING FEE of \$40.00** payable to the department. Filing fee is non-refundable. (If sent by Express or Priority U.S. mail, address to 345 W. Washington Ave., 3<sup>rd</sup> Floor, Madison WI, 53703). The original must include an original manual signature, per sec. 180.0120(3)(c), Wis. Stats. **NOTICE:** This form may be used to accomplish a filing required or permitted by statute to be made with the department. Information requested may be used for secondary purposes. If you have any questions, please contact the Division of Corporate & Consumer Services at 608-261-7577. Hearing-impaired may call 608-266-8818 for TDY.