

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
Schnuck Markets, Inc.		07/09/2007	CORPORATION:
RECEIVING PARTY DATA			
Name:	Prairie Farms Dairy		
Street Address:	1100 N. Broadway		
City:	Carlinville		
State/Country:	ILLINOIS		
Postal Code:	62626		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2404684	BROOKVILLE FARMS	
Registration Number:	0398504		
CORRESPONDENCE DATA			
Fax Number:	(309)557-2211		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	(309) 557-2542		
Email:	trademarks@ifb.org		
Correspondent Name:	Andrew S. Bender		
Address Line 1:	1701 Towanda Avenue		
Address Line 4:	Bloomington, ILLINOIS 61701		
NAME OF SUBMITTER:	Andrew S. Bender		
Signature:	/andrew s bender/		
Date:	07/23/2007		
Total Attachments: 2			

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ASSIGNMENT OF TRADEMARKS

THIS AGREEMENT is entered into this 9th day of July, 2007 by and between Schnuck Markets, Inc., a Missouri Corporation (ASSIGNOR) and Prairie Farms Dairy, an Illinois Corporation (ASSIGNEE).

WITNESSETH:

WHEREAS, ASSIGNOR is the sole and exclusive owner of the trademark registrations for the marks identified more fully in the attached Schedule A (the Trademarks), and further is the sole and exclusive owner of all business goodwill related therewith; and

WHEREAS, ASSIGNEE desires to acquire all rights, title, and interest in and to the Trademarks and all business goodwill related therewith;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

Be it known that in consideration of the payment by ASSIGNEE to ASSIGNOR of the sum of ONE DOLLAR (\$1.00) and other valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby sells, assigns, and transfers unto ASSIGNEE the full and exclusive entire right, title, and interest in and to the Trademarks, and the business goodwill associated therewith, including, without limitation, all renewals therefore, all proceeds therefore (including, but not limited to, all license royalties and proceeds of infringement suits), the right to sue for past, present and future infringements, and the goodwill of the business associated with and symbolized by the Trademarks.

IN WITNESS WHEREOF, this Assignment has been duly executed on the day and year first above written.

ASSIGNOR:

SCHNUCK MARKETS, INC.,
a Missouri Corporation

By: Todd R. Schnuck
Name: Todd R. Schnuck
Title: President

Sworn and subscribed to before me
this 9th day of July, 2007

Debra J. Spaethe
Notary Public



DEBRA J. SPAETHE
My Commission Expires
June 5, 2011
St. Louis County
Commission #07534292

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SCHEDULE A

Trademark Registrations

<u>Mark</u>	<u>Registration Number</u>	<u>Registration Date</u>
Brookville Farms	2404684	11/14/2000
Brookville Farms & design	398504	10/24/2000

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