

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
Chef Revival USA, Inc.		10/05/2007	CORPORATION: NEW JERSEY

RECEIVING PARTY DATA

Name:	CR Acquisition, Inc.
Street Address:	555 Koopman Lane
City:	Elkhorn
State/Country:	WISCONSIN
Postal Code:	53121
Entity Type:	CORPORATION: WISCONSIN

PROPERTY NUMBERS Total: 18

Property Type	Number	Word Mark
Serial Number:	77156517	CHEF KNIFE AND STEEL 24/7
Serial Number:	77115027	CHEF REVIVAL
Registration Number:	2727972	DRIZZLERS
Registration Number:	2742745	CHEF
Registration Number:	2823660	CHEF REVIVAL
Registration Number:	2366101	CHECKERBOARD
Registration Number:	2240739	DESIGNED BY CHEFS FOR CHEFS
Registration Number:	2165713	DESIGNED BY CHEFS FOR CHEFS
Registration Number:	2369679	
Registration Number:	2179399	CHEF CARE
Registration Number:	2112949	CHEF
Registration Number:	2058378	CHEF
Registration Number:	1934248	KNIFE AND STEEL
Registration Number:	1814461	QC 2000

CH \$465.00 77156517

Registration Number:	1650818	CHEF
Registration Number:	1651545	CHEF REVIVAL
Registration Number:	1644126	CHEF
Registration Number:	1634857	CHEF

CORRESPONDENCE DATA

Fax Number: (414)273-5198

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 414-273-3500

Email: bgilpin@gklaw.com

Correspondent Name: Brian G. Gilpin; Godfrey & Kahn, S.C.

Address Line 1: 780 N. Water Street

Address Line 4: Milwaukee, WISCONSIN 53202

ATTORNEY DOCKET NUMBER:	008646-0184
NAME OF SUBMITTER:	Brian G. Gilpin
Signature:	/bgg/
Date:	10/12/2007

Total Attachments: 5

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TRADEMARK ASSIGNMENT

WHEREAS, CHEF REVIVAL USA, INC., a New Jersey corporation ("Assignor"), owns all right, title, and interest in the trademarks, trademark applications, and trademark registrations shown on the schedule attached hereto and any related common law rights, including the goodwill associated therewith (the "Trademarks");

WHEREAS, CR ACQUISITION, INC., a Wisconsin corporation having its principal place of business at 555 Koopman Lane, Elkhorn, Wisconsin 53121 USA ("Assignee"), is acquiring certain of the assets of Assignor pursuant to a certain Asset Purchase Agreement dated Oct. 5, 2007 between Assignor and Assignee (the "Asset Purchase Agreement"); and

WHEREAS, in connection with such Asset Purchase Agreement, Assignee shall acquire all rights throughout the world in and to the Trademarks and any applications and registrations therefor, together with the goodwill of the business in connection with which the Trademarks are used and which is symbolized by the Trademarks, along with the right to recover damages and profits for past and future infringements thereof.

NOW, THEREFORE, for the good and valuable consideration set forth in the Asset Purchase Agreement, the sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, and transfer unto Assignee all right, title, and interest in and to the Trademarks and any applications or registrations therefor, together with all common law rights therein, the goodwill of the business in connection with which the Trademarks are used and which is symbolized by the Trademarks, throughout the world, all renewals thereof, and all rights of action, powers, and benefits accrued thereto, including the right to sue for and collect damages and profits for past and future infringements thereof.

CHEF REVIVAL USA, INC.

By: [Signature]
Name: SCOTT ROBERT ROSENBERG
Title: PRESIDENT

CR ACQUISITION, INC.

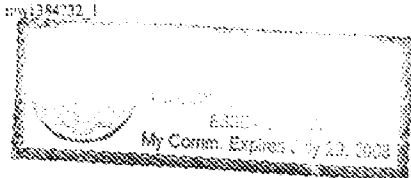
By: [Signature]
Name: JAMES N. PHILIP
Title: SECRETARY

Signed and sworn to before me this 5 day of October, 2007.








[Signature]
Notary Public, State of _____
My Commission: _____









Signed and sworn to before me this 11th day of October, 2007.










[Signature]
Notary Public, State of Wisconsin
My Commission: 7-24-11







SCHEDULE OF TRADEMARKS

MARK	COUNTRY	SERIAL NO./REG. NO.	FILING DATE/REG. DATE	STATUS
	Canada	1,330,041	01/03/2007	Pending
KNIFE & STEEL	Canada	TMA527,576	05/11/2000	Registered
	Canada	TMA501,574	09/30/1998	Registered
DESIGNED BY CHEFS FOR CHEFS	Canada	TMA513,570	07/29/1999	Registered
	Canada	TMA510,216	03/29/1999	Registered
CHEF CLOTHING REVIVAL	Canada	TMA397,714	05/01/1992	Registered
	US	77/156,517	04/13/2007	Pending
	US	77/115,027	02/23/2007	Pending
DRIZZLERS	US	2,727,972	06/17/2003	Registered
	US	2,742,745	07/29/2003	Registered
	US	2,823,660	03/16/2004	Registered
CHECKERBOARD	US	2,366,101	07/11/2000	Registered
DESIGNED BY CHEFS FOR CHEFS	US	2,240,739	04/20/1999	Registered

MARK	COUNTRY	SERIAL NO./REG. NO.	FILING DATE/REG. DATE	STATUS
DESIGNED BY CHEFS FOR CHEFS	US	2,165,713	06/16/1998	Registered
	US	2,369,679	07/25/2000	Registered
	US	2,179,399	08/04/1998	Registered
	US	2,112,949	11/31/1997	Registered
	US	2,058,378	04/29/1997	Registered
KNIFE AND STEEL	US	1,934,248	11/07/1995	Registered
QC 2000	US	1,814,461	12/28/1993	Registered
	US	1,650,818	07/16/1993	Registered
CHEF REVIVAL	US	1,651,545	07/23/1993	Registered
	US	1,644,126	05/07/1993	Registered
	US	1,634,857	02/12/1991	Registered
	European Community	726299	05/15/2001	Registered
CHEF REVIVAL	European Community	677195	11/05/1999	Registered

MARK	COUNTRY	SERIAL NO./REG. NO.	FILING DATE/REG. DATE	STATUS
	European Community	77974	10/28/2003	Registered
	France	92 413755	04/06/1992	Registered
	Benclux	537407	07/14/1993	Registered
	Mexico	836024	04/16/2004	Registered
	Sweden	253050	10/29/1993	Registered
	Norway	224888	11/18/2004	Registered
	Argentina	1683151	08/25/1998	Registered
	Switzerland	409110	04/12/1994	Registered
	Hong Kong	1997B02309	04/20/1994	Registered
CHIEF CLOTHING REVIVAL Design	UK	1474580	08/23/1991	Registered

MARK	COUNTRY	SERIAL NO./REG. NO.	FILING DATE/REG. DATE	STATUS
UTENSILS & CHECKERBOARD Logo	Japan	2522621	04/28/1993	Registered
	South Africa	2000/06265	09/12/2003	Registered
	South Africa	2000/4992	05/26/2003	Registered
	Chile	614182	12/24/2001	Registered
	China	3895625	01/20/2004	Pending