

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Swiss Valley Farms, Co.		10/25/2007	Cooperative: ILLINOIS

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Swiss Valley Farms Cooperative
<b>Street Address:</b>	P.O. Box 4493
<b>City:</b>	Davenport
<b>State/Country:</b>	IOWA
<b>Postal Code:</b>	52808
<b>Entity Type:</b>	Cooperative: IOWA

**PROPERTY NUMBERS Total: 20**

Property Type	Number	Word Mark
Registration Number:	2697988	BEE'S
Serial Number:	77167448	CRAVELATTÉ
Registration Number:	2543639	EASTERN IOWA CHEMICAL
Registration Number:	2691834	THE GOOD FOR YOU COMPANY
Registration Number:	2517500	THE GOOD FOR YOU COMPANY
Registration Number:	1601254	ICY SPRINGS
Registration Number:	1872665	MINDORO BLUE
Registration Number:	2830886	MINDORO GORG
Registration Number:	2280546	
Registration Number:	1084157	
Registration Number:	1088840	
Registration Number:	2906653	
Registration Number:	2189821	PURELY YOURS
Registration Number:	2934093	RICCO GUSTO

OP \$515.00 2697988

Registration Number:	2933916	SIMPLY SPREADABLE
Registration Number:	2998135	SWISS VALLEY
Registration Number:	1268085	SWISS VALLEY
Registration Number:	1212590	SWISS VALLEY
Registration Number:	1283512	SWISS VALLEY
Registration Number:	2225518	SWISS VALLEY

**CORRESPONDENCE DATA**

Fax Number: (319)365-8443  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 319-365-9461  
Email: deanna@shuttleworthlaw.com  
Correspondent Name: Robert W. Hoke  
Address Line 1: 115 3rd Street SE, Suite 500  
Address Line 4: Cedar Rapids, IOWA 52401

NAME OF SUBMITTER:	Robert W. Hoke
Signature:	/Robert W. Hoke/
Date:	10/30/2007

Total Attachments: 2  
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## ASSIGNMENT OF TRADEMARKS

WHEREAS, Swiss Valley Farms, Co., an Illinois cooperative ("Assignor"), entered into a PLAN OF MERGER with SVF Cooperative, an Iowa cooperative;

WHEREAS, the name of the surviving cooperative is changed to Swiss Valley Farms Cooperative, an Iowa cooperative, having a mailing address of P.O. Box 4493, Davenport, Iowa 52808 ("Assignee");

WHEREAS, Assignor is the owner of the following trademarks (the "Trademarks"):

Registration/Serial No.	Mark	Issue/Filing Date
2,697,988	BEE'S	3/18/2003
77/167448	CRAVELATTE	4/27/2007
2,543,639	EASTERN IOWA CHEMICAL	2/26/2002
2,691,834	THE GOOD FOR YOU COMPANY	3/4/2003
2,517,500	THE GOOD FOR YOU COMPANY	12/11/2001
1,601,254	ICY SPRINGS	6/12/1990
1,872,665	MINDORO BLUE	1/10/1995
2,830,886	MINDORO GORG	4/6/2004
2,280,546	MISCELLANEOUS DESIGN (Design of a Girl)	9/28/1999
1,084,157	MISCELLANEOUS DESIGN (Design of a Girl)	1/31/1978
1,088,840	MISCELLANEOUS DESIGN (Design of a Girl)	4/4/1978
2,906,653	MISCELLANEOUS DESIGN (Pastoral Scene)	11/30/2004
2,189,821	PURELY YOURS	9/15/1998
2,934,093	RICCO GUSTO	3/15/2005
2,933,916	SIMPLY SPREADABLE	3/15/2005
2,998,135	SWISS VALLEY	9/20/2005
1,268,085	SWISS VALLEY	2/21/1984
1,212,590	SWISS VALLEY & Design	10/12/1982
1,283,512	SWISS VALLEY & Design	6/26/1984
2,225,518	SWISS VALLEY & Design	2/23/1999

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, and intending to be legally bound, Assignor does hereby assign and transfer unto Assignee all right, title, and interest in and to the Trademarks listed above, together with the goodwill of the business symbolized thereby

as well as the right to sue for past infringement and the right to collect damages therefore. Where such Trademarks also are used as trade or business names, Assignor does hereby also assign and transfer unto Assignee all right, title, and interest in and to such trade or business names, together with the goodwill of the business symbolized thereby as well as the right to sue for past infringement and the right to collect damages therefor.

This Assignment is binding on Assignor, its successors and assigns, and will inure to the benefit of the Assignee, its successors and assigns. Nothing in this instrument, express or implied, is intended or shall be construed to confer upon, or give to, any person, corporation or entity other than Assignee, its successors and assigns, any remedy or claim under or by reason of this instrument, or any terms, covenants or conditions hereof, and all the terms, covenants and conditions in this instrument shall be for the sole and exclusive benefit of Assignee and its successors and assigns.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed this 25 day of OCT, 2007.

SWISS VALLEY FARMS, CO.

By: J. Gordon Toyne

Printed Name: J. Gordon Toyne

Title: Co-CEO