

**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>
Vienna Beef Ltd		04/04/2008	CORPORATION: ILLINOIS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	King Kold		
<b>Street Address:</b>	1920 Swarthmore Ave		
<b>City:</b>	Lakewood		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	08701		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1460256	KING KOLD	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(609)896-1469		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	609.895.6746		
<b>Email:</b>	akaplan@foxrothschild.com		
<b>Correspondent Name:</b>	Andrew Kaplan		
<b>Address Line 1:</b>	997 Lenox Drive		
<b>Address Line 4:</b>	Lawrenceville, NEW JERSEY 08648		
<b>ATTORNEY DOCKET NUMBER:</b>	07381-00005		
<b>NAME OF SUBMITTER:</b>	Roman Fayerberg		
<b>Signature:</b>	/rfayerberg/		
<b>Date:</b>	04/07/2008		

CH \$40.00 1460256

Total Attachments: 1  
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**TRADEMARK ASSIGNMENT**

In consideration of good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound hereby, VIENNA BEEF LTD, an Illinois corporation ("Assignor"), for itself and its successors and assigns, hereby assigns to KING KOLD LLC, a Delaware limited liability company ("Assignee"), its successors and assigns, all of Assignor's right, title and interest in and to the trademark "King Kold" (U.S. Registration No. 1,460,256) and all of its unregistered variations, (hereinafter "the Marks") together with the goodwill associated therewith.

This Assignment includes the right to apply for registration of any and all of such Marks in any and all jurisdictions where such registration is desired by Assignee, the right to prosecute any pending applications, the right to renew any existing registrations, and the right to claim for any and all damages by reason of past infringement of any of such Marks, with the right to sue for and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors and assigns.

*IN WITNESS WHEREOF*, Assignor has caused this Assignment to be executed by its duly authorized officer as of the 4<sup>th</sup> day of April, 2008.

VIENNA BEEF LTD.

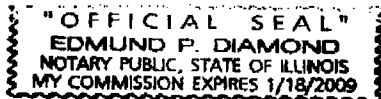
By: Michael Hahn

Title: VP SALES

STATE OF ILLINOIS:

COUNTY OF Cook

Before me, a notary public, in and for the State of Illinois, on this 7<sup>th</sup> day of April, 2008, personally appeared Michael Hahn, who, having been by me duly sworn and having executed the foregoing instrument in my presence, did depose and say that she/he is the Sales VP of VIENNA BEEF LTD, the limited liability company that executed the foregoing instrument; that she/he executed said instrument on behalf of said limited liability company; and that she/he was duly authorized to do so, VIENNA BEEF LTD intending to be legally bound thereby and intending that said instrument be properly recorded.



Edmund P. Diamond  
NOTARY PUBLIC  
My Commission Expires:

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