

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<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>
Supreme Foods, Inc.		09/22/2008	CORPORATION: VIRGINIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Reinhart FoodService, L.L.C.		
<b>Street Address:</b>	1500 St. James Street		
<b>City:</b>	La Crosse		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	54602		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78449214	JESSE'S BEST DELI	
<b>Serial Number:</b>	78449208	JESSE'S BEST DELI	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(414)978-8675		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	414.277.5675		
<b>Email:</b>	msl@quarles.com		
<b>Correspondent Name:</b>	Marta S. Levine		
<b>Address Line 1:</b>	Quarles & Brady LLP		
<b>Address Line 2:</b>	411 East Wisconsin Avenue		
<b>Address Line 4:</b>	Milwaukee, WISCONSIN 53202		
<b>ATTORNEY DOCKET NUMBER:</b>	790373.30001		
<b>NAME OF SUBMITTER:</b>	Marta S. Levine		
<b>Signature:</b>	/MartaLevine/		

CH \$65.00 78449214

Date:

10/02/2008

**Total Attachments: 3**

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## ASSIGNMENT OF PROPRIETARY RIGHTS

This ASSIGNMENT OF PROPRIETARY RIGHTS is dated September 22, 2008 by Supreme Foods, Inc., a Virginia corporation ("Seller") in favor of Reinhart FoodService, L.L.C., a Delaware limited liability company ("Purchaser").

**WHEREAS**, the Seller and the Purchaser are parties to a certain Asset Purchase Agreement dated as of September 11, 2008 (the "Agreement") between the Purchaser and the Seller, pursuant to which the Seller is concurrently herewith selling, assigning, transferring, conveying and delivering to the Purchaser the Acquired Assets (as defined in the Agreement); and

**WHEREAS**, pursuant to the Agreement, the Seller desires to assign and transfer to the Purchaser all of its right, title and interest in and to all copyrights, patents, trademarks, inventions, processes, proprietary know-how, procedures, trade secrets, trade names (including "Supreme", "Supreme Foods" and related or similar trade names, service marks, logos and domain names to the extent the same incorporate the name "Supreme" or any confusingly similar variation thereof), including, but not limited to, those listed on Exhibit A attached hereto and incorporated herein (collectively, the "Proprietary Rights"), and the Purchaser is desirous of acquiring the same.

**NOW THEREFORE**, pursuant to the terms of the Agreement and for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Seller does hereby assign, sell and transfer to the Purchaser all of its right, title and interest in and to the Proprietary Rights, together with the goodwill of the business symbolized by the Proprietary Rights, the right to sue for past infringement thereof, any registration and application for registration thereof, and all the benefit of the Proprietary Rights. The Seller does further consent to the recordation of this Assignment of Proprietary Rights by the Purchaser with any governmental agency. The Purchaser agrees to assume responsibility for recording fees and other costs associated with recording of title to the Proprietary Rights.

This Assignment of Proprietary Rights shall be binding upon the Seller, each of its respective successors and assigns, and shall inure to the benefit of the Purchaser and its successors and assigns.

IN WITNESS WHEREOF, the Seller has executed this Assignment of Proprietary Rights as of the date first set forth above.

**SUPREME FOODS, INC.**

By: Michael D. Day  
Name: Michael D. Day  
Title: President

**EXHIBIT A  
PROPRIETARY RIGHTS**

Jesse's Best Deli 78 / 449,214 Statement of Use  
Jesse's Best Deli 78 / 978,226 Statement of Use  
Jesse's Best Deli 78 / 449,208 3,245,599 Statement of Use  
Jesse's Best Deli 78 / 978,199 3,254,328 Affidavit of Use  
Supremo - Unregistered