

**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>
Mr. Errico Auricchio		08/04/2008	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Belgioioso Cheese, Inc.		
<b>Street Address:</b>	5810 Hwy. NN		
<b>City:</b>	Denmark		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	54208		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1753330	BELGIOIOSO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)589-4201		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212 589-4250		
<b>Email:</b>	dtobin@bakerlaw.com		
<b>Correspondent Name:</b>	Donna A. Tobin		
<b>Address Line 1:</b>	45 Rockefeller Plaza		
<b>Address Line 2:</b>	11th floor		
<b>Address Line 4:</b>	New York, NEW YORK 10111		
<b>ATTORNEY DOCKET NUMBER:</b>	041295.000006		
<b>NAME OF SUBMITTER:</b>	Donna A. Tobin		
<b>Signature:</b>	/Donna A. Tobin/		
<b>Date:</b>	01/15/2009		

CH \$40.00 1753330

Total Attachments: 2

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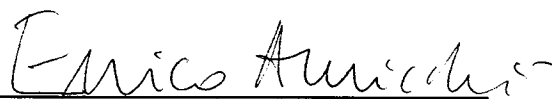
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**TRADEMARK ASSIGNMENT**

Whereas, Errico Auricchio, an United States Citizen whose address is 5810 Hwy. NN, Denmark, Wisconsin, 54208 U.S.A., owns U.S. Trademark Registration No. 1,753,330 for BELGIOIOSO;

Whereas, Belgioioso Cheese, Inc., a corporation organized and existing under the laws of the State of Delaware, located and doing business at 5810 Hwy. NN, Denmark, Wisconsin, 54208 U.S.A., desires to acquire all rights, title and interests in and to said Registration No. 1,753,330 for BELGIOIOSO;

Now, therefore, for \$10.00 and other good and valuable consideration, the receipt of which is hereby acknowledged, said Errico Auricchio does hereby assign unto the said Belgioioso Cheese, Inc., all rights, title and interest in and Registration No. 1,753,330 for BELGIOIOSO, together with any and all goodwill of the business symbolized by same.

  
\_\_\_\_\_  
Errico Auricchio

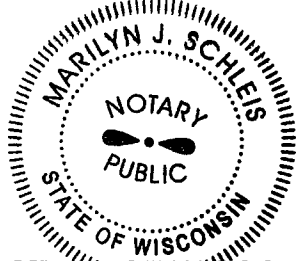
**BELGIOIOSO CHEESE, INC.**

Dated: August 4, 2008

By:   
\_\_\_\_\_  
Mark Schleitwiler, Vice President

STATE OF WISCONSIN )  
COUNTY OF BROWN ) SS.:

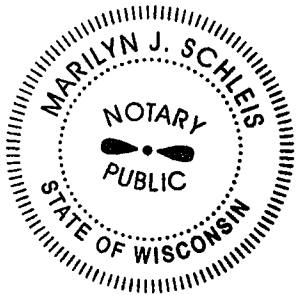
On this 4<sup>th</sup> day of December, 2008, before me personally came Errico Auricchio, to me known, who being by me duly sworn, did depose and say that he is the individual described in the above Trademark Assignment and that he signed his name thereto.



Marilyn J. Schleis  
Notary Public

STATE OF WISCONSIN )  
COUNTY OF BROWN ) SS.:

On this 4<sup>th</sup> day of December, 2008, before me personally came Mark Schleitwiler, to me known, who being by me duly sworn, did depose and say that he is the individual described in the above Trademark Assignment and that he signed his name thereto.



Marilyn J. Schleis  
Notary Public