

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
Schreiber International, Inc.		06/24/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Schreiber Foods, Inc.		
Street Address:	425 Pine Street		
Internal Address:	P.O. Box 19010		
City:	Green Bay		
State/Country:	WISCONSIN		
Postal Code:	54301		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	73606470	LOV-IT	
Serial Number:	73691172	LOV-IT DAIRY FRESH BUTTERUP	
CORRESPONDENCE DATA			
Fax Number:	(920)455-2226		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(920) 455-6264		
Email:	jerry.smyth@schreiberfoods.com		
Correspondent Name:	Jerome E. Smyth		
Address Line 1:	425 Pine Street		
Address Line 2:	P.O. Box 19010		
Address Line 4:	Green Bay, WISCONSIN 54301		
NAME OF SUBMITTER:	Jerome E. Smyth		
Signature:	/s/ Jerome E. Smyth		

OP \$65.00 73606470

Date:

06/25/2009

Total Attachments: 2

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TRADEMARK ASSIGNMENT

SCHREIBER INTERNATIONAL, INC., a Delaware corporation ("Assignor"), whose principal office is at 425 Pine Street, Green Bay, Wisconsin 54301, is the owner of the trademarks set forth in "Schedule A" attached hereto (collectively the "Marks"), which are registered with the United States Patent and Trademark Office.

SCHREIBER FOODS, INC., a Wisconsin corporation ("Assignee") having its principal offices at 425 Pine Street, Green Bay, Wisconsin 54301, is desirous of acquiring all right, title and interest in and to said Marks.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby transfers and assigns to Assignee, its successors, and assigns, Assignor's entire right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, and further together with the registration of the Marks and the right to sue for and recover damages for past infringement of the Marks.

Assignor further assigns to Assignee any rights held by Assignor, in any country, in the Marks, along with the goodwill associated therewith, such that the Assignee shall in all respects hold and enjoy any and all rights previously held and enjoyed by Assignor as user and owner of the Marks.

Assignor represents to Assignee, its successors, and assigns, that Assignor has not and shall not execute any writings or do any acts whatsoever conflicting with this Assignment. Assignor, and any representative, executor and/or administrator of Assignor, will at any time, upon request and without additional consideration but at the expense of Assignee, its successors, and assigns, execute any and all additional writings and do such additional acts as Assignee, its successors, and assigns, may deem desirable to perfect its enjoyment of this Assignment and grant, and render any and all assistance in making application for and obtaining, maintaining and enforcing the rights granted herein in all countries.

Signed this 24th day of June, 2009.

Signed this 24th day of June, 2009.

SCHREIBER INTERNATIONAL, INC.

SCHREIBER FOODS, INC.

By: Brian P. Liddy
Print Name: Brian P. Liddy
Title: Secretary/Treasurer

By: Jerome E. Smyth
Print Name: JEROME E. SMYTH
Title: VP/GEN COUNSEL

Subscribed and sworn to before me this
24th day of June, 2009.

Subscribed and sworn to before me this
24th day of June, 2009.

Kym M. Stenbagen
Notary Public, Brown County, WI
My Commission: expires 7/25/2010

Kym M. Stenbagen
Notary Public, Brown County, WI
My Commission: expires 7/25/2010

Schedule A

Mark	Serial No.	Registration No.	Registration Date
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United States Registrations:

Lov-It	73606470	1428624	02/10/1987
Lov-It Dairy Fresh Butterup	73691172	1527153	02/28/1989