

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 Foods, Inc.		07/31/2009	CORPORATION: WISCONSIN
RECEIVING PARTY DATA			
Name:	Dairy Farmers of America, Inc.		
Composed Of:	COMPOSED OF corp. organized in KS (under KS Cooperative Marketing Act)		
Street Address:	10220 North Ambassador Drive		
City:	Kansas City		
State/Country:	MISSOURI		
Postal Code:	64153		
Entity Type:	CORPORATION: KANSAS		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1428624	LOV-IT	
Registration Number:	1527153	LOV-IT DAIRY FRESH BUTTERUP	
CORRESPONDENCE DATA			
Fax Number:	(913)647-9057		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	913-647-9050		
Email:	tmdocketing.elbein@hoveywilliams.com		
Correspondent Name:	Michael Elbein - HOVEY WILLIAMS LLP		
Address Line 1:	10801 Mastin Blvd., Ste. 1000,		
Address Line 4:	Overland Park, KANSAS 66210		
ATTORNEY DOCKET NUMBER:	2026.304; DKT. 40922		
NAME OF SUBMITTER:	Michael Elbein-ATTY FOR ASSIGNEE		
Signature:	/melbein/		

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Date:

08/20/2009

Total Attachments: 1

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ASSIGNMENT OF TRADEMARKS

WHEREAS, Schreiber Foods, Inc., a Wisconsin corporation, 425 Pine Street, Green Bay, Wisconsin 54307, including any related entities and /or predecessors in interest, has adopted and used the trademarks: LOV-IT, for *inter alia*, processed foods, namely, butter, mixtures of butter and margarine, margarine; and LOV-IT DAIRY FRESH BUTTERUP, for, *inter alia*, mixture of butter and margarine in both word and various design forms;

WHEREAS, Schreiber Foods, Inc. is the owner of the following trademark registrations in the United States Patent and Trademark Office:

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
LOV-IT	1428624	February 10, 1987
LOV-IT DAIRY FRESH BUTTERUP BUTTERUP	1527153 not federally registered	February 28, 1989 n/a

WHEREAS, Schreiber Foods, Inc. is the owner of Trademark Registration Nos. 15418 for the mark LOV-IT and 15419 for the mark BUTTERUP, both registered with the State of Wisconsin;

WHEREAS, Dairy Farmers of America, Inc., a Kansas corporation (organized under the Kansas Cooperative Marketing Act), 10220 North Ambassador Drive, Kansas City, MO 64153, has a desire to acquire the above-mentioned trademarks in both word and design forms, including all right title and interest to the trademarks, the goodwill of the business symbolized by the trademarks, the registrations for the trademarks, and the right to enforce any claims thereon;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Schreiber Foods, Inc. hereby assigns to Dairy Farmers of America, Inc., all right title and interest in and to the above-mentioned trademarks, in both word and design forms, and trademark registrations, together with the goodwill of the business symbolized by the trademarks, including claims for damages by reason of past infringement of said marks, with the right to sue and collect there for.

Executed this 31 day of July, 2009.

Schreiber Foods, Inc.

By: 

Print Name: Michael Hedd

Title: President + CEO