

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Victor Allen's Coffee & Tea, Inc.		04/19/2002	CORPORATION: WISCONSIN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Victor Allen's Coffee, LLC		
<b>Street Address:</b>	1101 Moasis drive		
<b>City:</b>	Little Chute		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	54140		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: WISCONSIN		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	73763253	VICTOR ALLEN'S	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(608)283-2275		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	608-257-3501		
<b>Email:</b>	madipdocket@michaelbest.com		
<b>Correspondent Name:</b>	Michael Best & Friedrich LLP		
<b>Address Line 1:</b>	1 S. Pinckney Street		
<b>Address Line 2:</b>	P. O. Box 1806		
<b>Address Line 4:</b>	Madison, WISCONSIN 53701-1806		
<b>ATTORNEY DOCKET NUMBER:</b>	093102-9015 US00		
<b>NAME OF SUBMITTER:</b>	Charlene L. Yager		
<b>Signature:</b>	/charlene l yager/		
<b>Date:</b>	02/09/2010		

OP \$40.00 73763253

Total Attachments: 1  
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NO DOCUMENTATION REQUIRED  
FOR TRADEMARK CHANGE OF NAME