

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	06/13/2008		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	Masson Cheese Corporation		06/13/2008
			Entity Type
			CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Arthur Schuman West, LLC		
Street Address:	6180 Alcoa Avenue		
City:	Vernon		
State/Country:	CALIFORNIA		
Postal Code:	90058		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	1564838	MESSANA
CORRESPONDENCE DATA			
Fax Number:	(212)688-2870		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-753-7500		
Email:	majhar@hartmancraven.com		
Correspondent Name:	Marsha G. Ajhar		
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ATTORNEY DOCKET NUMBER:	05125-601.39		
NAME OF SUBMITTER:	Marsha G. Ajhar		
Signature:	/mga/		

OP \$40.00 1564838

Date:

05/07/2010

Total Attachments: 1

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CONFIRMATION OF TRADEMARK ASSIGNMENT


WHEREAS, Masson Cheese Corporation, a corporation organized and existing under the laws of the State of California, (hereinafter "ASSIGNOR"), is the owner of record of the following trademark and registration subsisting on the Principal Register of the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
MESSANA	1,564,838	November 7, 1989

and WHEREAS, the entire right, title and interest in and to the MESSANA trademark, the registration therefor and the ongoing and existing business of ASSIGNOR as it pertained to the MESSANA trademark was assigned and transferred to Arthur Schuman West, LLC, a Delaware limited liability company (hereinafter "ASSIGNEE"), on June 13, 2008;

NOW, THEREFORE, ASSIGNOR hereby confirms that, for good and valuable consideration, ASSIGNOR assigned and transferred to ASSIGNEE the entire right, title and interest in and to said trademark, U.S. Trademark Registration No. 1,564,838 and the goodwill of the business connected with the use of and symbolized by said trademark, effective as of June 13, 2008.

MASSON CHEESE CORPORATION

By: 
Name: Morris Parinella
Title: President