TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Roth Kase U.S.A., Ltd.		12/13/2010	CORPORATION: WISCONSIN

RECEIVING PARTY DATA

Name:	Emmi Roth USA, Inc.
Street Address:	657 2nd Street
City:	Monroe
State/Country:	WISCONSIN
Postal Code:	53566
Entity Type:	CORPORATION: WISCONSIN

PROPERTY NUMBERS Total: 40

Property Type	Number	Word Mark
Serial Number:	74423488	A ROTH KASE TRADITION
Serial Number:	74178288	ALP AND DELL
Serial Number:	74178289	ALP AND DELL
Serial Number:	85170317	ARTISAN TRADITIONS
Serial Number:	78919949	BUTTERMILK BLUE
Serial Number:	75558486	FONTIAGO
Serial Number:	77681102	GORGONZILLA
Serial Number:	75746444	GRAND CRU
Serial Number:	78363729	GRANQUESO
Serial Number:	74269847	HOFBRAU KASE
Serial Number:	76357871	HOMESTEAD
Serial Number:	76479059	ICEBERG
Serial Number:	76349040	KNIGHT'S VAIL
Serial Number:	74269784	KRONENOST

OP $1015.00 74423488

Serial Number:	76263119	LACE KASE
Serial Number:	74182005	LANDHAUS
Serial Number:	74269782	MENDHAM
Serial Number:	75747682	MENDHAM
Serial Number:	75753604	MEZZALUNA
Serial Number:	78824085	MOODY BLUE
Serial Number:	74269783	OSTENBORG
Serial Number:	76343296	PANINA
Serial Number:	77616580	PARMALITO
Serial Number:	85259925	PARTI HAVARTI
Serial Number:	78363754	PETITE SWISS
Serial Number:	76431396	RED SPRUCE
Serial Number:	78750387	RHAPSODY
Serial Number:	76263117	ROCKY TOP
Serial Number:	76207268	ROFUMO
Serial Number:	77374973	ROMANINO
Serial Number:	76352196	ROTH KASE
Serial Number:	76207266	ROYALE BLEU
Serial Number:	76207267	SERAFINA
Serial Number:	78750428	SERENADE
Serial Number:	76343295	SOLE!
Serial Number:	74269520	ST. BERNARD
Serial Number:	75186407	THE ORIGINAL SPREADABLES CHEESE SPREAD
Serial Number:	77037707	VALFINO
Serial Number:	74269467	VAN GOGH
Serial Number:	78363760	VINTAGE VANGOGH

CORRESPONDENCE DATA

Fax Number: (937)443-6635

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 937-443-6817

Email: trademarks@thompsonhine.com

Correspondent Name: Roger H. Bora

Address Line 1: P.O. Box 8801

Address Line 4: Dayton, OHIO 45401-8801

ATTORNEY DOCKET NUMBER:	071382-005

NAME OF SUBMITTER:	Roger H. Bora
Signature:	/roger h bora/
Date:	03/17/2011

Total Attachments: 2
source=Emmi -Name Change#page1.tif
source=Emmi -Name Change#page2.tif

RECEIVED - DEPT OF FINANCIAL INSTITUTIONS STATE OF WISCONSIN
10 DEC 16 AM 11:21

Sec. 180.1006
Wis. Stats.

State of Wisconsin
DEPARTMENT OF FINANCIAL INSTITUTIONS
Division of Corporate & Consumer Services

ARTICLES OF AMENDMENT – STOCK, FOR-PROFIT CORPORATION

A. The present corporate name (prior to any change effected by this amendment) is:

ROTH KÄSE U.S.A., LTD.

(Enter Corporate Name)

Text of Amendment (*Refer to the existing articles of incorporation and the instructions on the reverse of this form. Determine those items to be changed and set forth the number identifying the paragraph in the articles of incorporation being changed and how the amended paragraph is to read.*)

RESOLVED, THAT the articles of incorporation be amended as follows:

RESOLVED, that the Articles of Incorporation, as amended, of Roth Käse U.S.A, Ltd. be amended effective as of December 31, 2010, by changing the Article numbered "Article 1" thereof so that, as amended, said Article shall be and read as follows:

Article 1: Name of the corporation: Emmi Roth USA, Inc.

The effective date of the filing of this Amendment is at the close of business on December 31, 2010.

STATE OF WISCONSIN
FILED
DEC 17 2010
DEPARTMENT OF
FINANCIAL INSTITUTIONS

FILING FEE - $40.00 See instructions, suggestions and procedures on following pages.

TRADEMARK
REEL: 004500 FRAME: 0240

B. Amendment(s) adopted on November 22, 2010

(Indicate the method of adoption by checking (X) the appropriate choice below.)

[ ] In accordance with sec. 180.1002, Wis. Stats. (By the Board of Directors)

OR

[X] In accordance with sec. 180.1003, Wis. Stats. (By the Board of Directors and Shareholders)

OR

[ ] In accordance with sec. 180.1005, Wis. Stats. (By Incorporators or Board of Directors, before issuance of shares)

C. Executed on 12/13/2010 (Date)

(Signature)

Title: [ ] President [X] Secretary

or other officer title

Steve Millard (Printed name)

This document was drafted by Todd Schild, Esq.

(Name the individual who drafted the document)

INSTRUCTIONS (Ref. sec. 180.1006 Wis. Stats. for document content)

Submit one original and one exact copy to Dept. of Financial Institutions, P O Box 7846, Madison WI, 53707-7846, together with a **FILING FEE of $40.00** payable to the department. Filing fee is **non-refundable.** (If sent by Express or Priority U.S. mail, address to 345 W. Washington Ave., 3rd Floor, Madison WI, 53703). The original must include an original manual signature, per sec. 180.0120(3)(c), Wis. Stats. **NOTICE:** This form may be used to accomplish a filing required or permitted by statute to be made with the department. Information requested may be used for secondary purposes. If you have any questions, please contact the Division of Corporate & Consumer Services at 608-261-7577. Hearing-impaired may call 608-266-8818 for TDY.

TRADEMARK
RECORDED: 03/17/2011 REEL: 004500 FRAME: 0241