

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Consolidated Companies, Inc.		05/27/2011	CORPORATION: LOUISIANA
RECEIVING PARTY DATA			
Name:	Reinhart FoodService Louisiana, L.L.C.		
Street Address:	5615 Corporate Blvd		
Internal Address:	Ste. 400B		
City:	Baton Rouge		
State/Country:	LOUISIANA		
Postal Code:	70808		
Entity Type:	LIMITED LIABILITY COMPANY: LOUISIANA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85045250	COBBLESTREET MARKET	
CORRESPONDENCE DATA			
Fax Number:	(414)978-8675		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	414 277 5675		
Email:	marta.levine@quarles.com		
Correspondent Name:	Marta S. Levine		
Address Line 1:	Quarles & Brady LLP		
Address Line 2:	411 East Wisconsin Avenue		
Address Line 4:	Milwaukee, WISCONSIN 53202		
ATTORNEY DOCKET NUMBER:	790373.00084		
NAME OF SUBMITTER:	Marta S. Levine		
Signature:	/MartaLevine/		

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TRADEMARK
 REEL: 004555 FRAME: 0327

Date:

06/07/2011

Total Attachments: 3

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ASSIGNMENT OF PROPRIETARY RIGHTS

This ASSIGNMENT OF PROPRIETARY RIGHTS (the "Assignment") is made by Consolidated Companies, Inc., a Louisiana corporation (the "Seller"), in favor of Reinhart FoodService Louisiana, L.L.C., a Louisiana limited liability company (the "Purchaser").

WHEREAS, the Seller and the Purchaser, as assignee from Reinhart FoodService, L.L.C., are parties to that certain Asset Purchase Agreement dated as of December 2, 2010 (as amended, the "Agreement"), pursuant to which the Seller is concurrently herewith selling, assigning, transferring, conveying and delivering to the Purchaser the Acquired Assets (as defined in the Agreement);

WHEREAS, pursuant to the Agreement and except as set forth therein, the Seller desires to assign and transfer to the Purchaser all of its right, title and interest in and to all copyrights, patents, trademarks, inventions, processes, proprietary know-how, procedures, trade secrets, trade names (including "Conco" and related or similar trade names, service marks, logos and domain names to the extent the same incorporate the name "Conco" or any confusingly similar variation thereof, but excluding any and all rights of the Seller in the name "Consolidated Companies, Inc."), including, but not limited to, those listed on Exhibit A attached hereto and incorporated herein (collectively, the "Proprietary Rights"), and the Purchaser is desirous of acquiring the same; and

WHEREAS, the execution and delivery of this Assignment is part of the consummation of the transactions contemplated by the Agreement.

NOW, THEREFORE, pursuant to the terms of the Agreement and for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Seller does hereby assign, sell and transfer to the Purchaser all of the Seller's rights, title and interest in and to the Proprietary Rights, together with the goodwill of the business symbolized by the Proprietary Rights, the right to sue for past infringement thereof, any registration and application for registration thereof, and all the benefit of the Proprietary Rights. The Seller does further consent to the recordation of this Assignment by the Purchaser with any governmental agency. The Purchaser agrees to assume responsibility for recording fees and other costs associated with recording of title to the Proprietary Rights.


This Assignment shall be binding upon the Seller and its successors and assigns, and shall inure to the benefit of the Purchaser and its successors and assigns.

The Seller, by its execution of this Assignment, and Purchaser, by its acceptance of this Assignment, each hereby acknowledges and agrees that neither the representations and warranties nor the rights and remedies of any party under the Agreement shall be deemed to be enlarged, modified or altered in any way by this instrument.

[signature page follows]

IN WITNESS WHEREOF, the Seller has caused this Assignment of Proprietary Rights to be duly executed and delivered as of the date written below.

CONSOLIDATED COMPANIES, INC.

By: 
Name: Victor J. Rizzuto
Title: CEO
Date: May 27, 2011

[Signature Page to Assignment of Proprietary Rights]

Exhibit A
Proprietary Rights

<u>Trademark</u>	<u>Application Serial No.</u>	<u>Filing Date</u>	<u>International Class/Goods</u>
COBBLESTREET MARKET	85045250	2010-05-21	International Class: 029 Deli meats; cooked deli items, namely, soups; cheese; refrigerated salads except macaroni, rice and pasta salad; pickles; bagged potato chips; frozen soups; frozen entrees, namely, entrees consisting primarily of meat, fish, poultry or vegetables

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