

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
WISCONSIN FOOD GIFT COMPANY LLC		09/22/2011	LIMITED LIABILITY COMPANY: WISCONSIN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	MIDWEST CATALOG BRANDS, LLC		
<b>Street Address:</b>	1112 7th Avenue		
<b>City:</b>	Monroe		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	53566-8016		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: WISCONSIN		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1033311	THE WISCONSIN CHEESEMAN	
<b>Registration Number:</b>	3548505	1-800-FOODGIFTS.COM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(312)427-6663		
<b>Phone:</b>	312.427.1300		
<b>Email:</b>	chiustm@ladas.net		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Correspondent Name:</b>	David C Brezina		
<b>Address Line 1:</b>	224 S Michigan Ave		
<b>Address Line 2:</b>	Suite 1600		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60604		
<b>ATTORNEY DOCKET NUMBER:</b>	CTG05986		
<b>NAME OF SUBMITTER:</b>	David C. Brezina		

CH \$65.00 1033311

**900202826**

**TRADEMARK  
 REEL: 004628 FRAME: 0057**

Signature:	/David C. Brezina/
Date:	09/23/2011
Total Attachments: 1 source=Assignment from Receiver#page1.tif	

# ASSIGNMENT

**For and in consideration** of the purchase of assets at auction on March 2, 2011 by MIDWEST CATALOG BRANDS, LLC from Wisconsin Food Gift Company, LLC, a Wisconsin Limited Liability Company, whose business address was 301 Broadway Drive, Sun Prairie, Wisconsin 53590, under the authority of MICHAEL S. POLSKY, ESQ., Beck Chaet Bamberger & Polsky, S.C., Two Plaza East, Suite 1085, 330 East Kilbourn Avenue, Milwaukee, WI 53202, as RECEIVER, and other valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Wisconsin Food Gift Company, LLC, (hereinafter the "ASSIGNOR"), hereby assigns, sells, conveys, and transfers to MIDWEST CATALOG BRANDS, LLC, a Wisconsin Limited Liability Company having a place of business at 1112 7th Avenue, Monroe, WI 53566-8016 (the "ASSIGNEE"), all right, title, and interest in and to the trademarks and service marks THE WISCONSIN CHEESEMAN and 1-800-FOODGIFTS.COM (the "Marks") including registrations numbered 1033311 and 3548505, respectively, those portions of the business to which the Marks relate, and the goodwill of the business in which the Marks are used, together with all claims against any third parties for damages and other relief by reason of infringement, with the right to sue and collect the same, free from all liens and encumbrances, for its own use and for the use of its successors and assigns, *nunc pro tunc*, the date of the aforementioned asset purchase.

ASSIGNOR:

WISCONSIN FOOD GIFT COMPANY, LLC, BY  
MICHAEL S. POLSKY, ESQ., RECEIVER

  
\_\_\_\_\_  
[Signature]

9/22/11  
\_\_\_\_\_  
Date