

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Select Milk Producers, Inc.		03/23/2012	CORPORATION: NEW MEXICO
RECEIVING PARTY DATA			
Name:	Fair Oaks Farms Brands, Inc.		
Street Address:	1001 West Adams Street		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60607		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	77936403	ATHLETES HONEY MILK	
Registration Number:	3083270	DESIGNER	
Registration Number:	3779656	ATHLETES MILK	
Registration Number:	3776424	ATHLETES HONEY MILK	
CORRESPONDENCE DATA			
Fax Number:	(941)366-3999		
Phone:	9413642738		
Email:	dcherry@slk-law.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Douglas A. Cherry		
Address Line 1:	240 South Pineapple Avenue		
Address Line 4:	Sarasota, FLORIDA 34236		
ATTORNEY DOCKET NUMBER:	S34740-139974		

OP \$115.00 77936403

NAME OF SUBMITTER:	Douglas A. Cherry
Signature:	/doug cherry/
Date:	03/27/2012
Total Attachments: 2 source=Signed Assignment of Trademarks Select to Fair Oaks#page1.tif source=Signed Assignment of Trademarks Select to Fair Oaks#page2.tif	

TRADEMARK ASSIGNMENT

This Assignment ("Assignment") is made effective as of 3-23-2012 2012 from Select Milk Producers, Inc. ("ASSIGNOR") to Fair Oaks Farms Brands, Inc. ("ASSIGNEE"):

WHEREAS, ASSIGNOR is the owner of the trademarks ("the Marks"), applications, registrations and other intellectual property ("the Property") as described in Exhibit A, attached hereto and incorporated by reference herein, together with the goodwill of the business symbolized thereby in connection with the products or services on which the Mark is used ("the Products").

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Marks and the Property.

NOW, THEREFORE, in consideration of the payment of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Mark and the Property, together with (1) the goodwill of the business relating to the Products in respect upon which the Mark is used and for which it is registered: (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Mark, including without limitation, damages, and payments for past or future infringements and misappropriations of the Mark: and (3) all rights to sue for past, present and future infringements or misappropriations of the Mark.

ASSIGNOR further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Mark and the Property.

IN WITNESS WHEREOF, ASSIGNOR has duly executed under seal and delivered this Assignment, as of the day and year first above written.

SELECT MILK PRODUCERS, INC.



By RANCE C. MILES
Its COO

TRADEMARK ASSIGNMENT
SELECT MILK PRODUCERS, INC. to FAIR OAKS FARMS BRANDS, INC.

TRADEMARK
REEL: 004743 FRAME: 0547

EXHIBIT A

TRADEMARK REGISTRATIONS

MARK -----	REG. NO. -----	REG. DATE -----
1. ATHLETES MILK	3,779,656	04/20/2010
2. ATHLETES HONEY MILK	3,776,424	04/13/2010
3. DESIGNER	3,083,270	04/18/2006

TRADEMARK APPLICATIONS

MARK -----	SERIAL NO. -----
1. ATHLETES HONEY MILK (logo)	77/936,403
2. M+MILK	77/803,107

**TRADEMARK ASSIGNMENT
SELECT MILK PRODUCERS, INC. to FAIR OAKS FARMS BRANDS, INC.**