

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
F. Capiello Dairy Products, Inc.		05/13/2013	CORPORATION: NEW YORK

**RECEIVING PARTY DATA**

Name:	BelGioioso Cheese, Inc.
Street Address:	4200 N. Main Street
City:	Green Bay
State/Country:	WISCONSIN
Postal Code:	54311
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 3**

Property Type	Number	Word Mark
Registration Number:	2758620	CAPPIELLO A FAMILY TRADITION OF FINE IT
Registration Number:	2766595	CAPPIELLO
Registration Number:	4249889	CAPPIELLO

**CORRESPONDENCE DATA**

Fax Number: 9204372868  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Phone: 920-437-0476  
 Email: tk@cojlaw.com  
 Correspondent Name: Tori Lynne Kluess  
 Address Line 1: 231 S. Adams  
 Address Line 4: Green Bay, WISCONSIN 54301

NAME OF SUBMITTER:	Tori Lynne Kluess
Signature:	/Tori Lynne Kluess/

OP \$90.00 2758620

Date:

05/14/2013

Total Attachments: 2

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**TRADEMARK ASSIGNMENT**

F. CAPIELLO DAIRY PRODUCTS, INC., a New York corporation, having its principal offices at 4200 North Main Street, Green Bay, WI 54311 ("Assignor"), is the owner of the trademarks set forth in "Schedule A" attached hereto (collectively the "Marks"), which are registered with the United States Patent and Trademark Office.

BELGIOIOSO CHEESE, INC., a Delaware corporation, having its principal offices at 4200 North Main Street, Green Bay, WI 54311 ("Assignee"), is desirous of acquiring all right, title and interest of Assignor in and to the Marks.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby transfers and assigns to Assignee, its successors, and assigns, Assignor's entire right, title and interest in, to and under the Marks, together with the goodwill of the business symbolized by the Marks, and together with the registration of the Marks and the right to sue for and recover damages for past infringement of the Marks.

Assignor further assigns to Assignee any rights held by Assignor, in any country, in the Marks, along with the goodwill associated therewith, such that the Assignee shall in all respects hold and enjoy any and all rights previously held and enjoyed by Assignor as user and owner of the Marks.

Assignor represents to Assignee, its successors, and assigns, that Assignor has not and shall not execute any writings or do any acts whatsoever conflicting with this Assignment. Assignor, and any representative, executor and/or administrator of Assignor, will at any time, upon request and without additional consideration but at the expense of Assignee, its successors, and assigns, execute any and all additional writings and do such additional acts as Assignee, its successors, and assigns, may deem desirable to perfect its enjoyment of this Assignment and grant, and render any and all assistance in making application for and obtaining, maintaining and enforcing the rights granted herein in all countries.

Signed this 13<sup>th</sup> day of May, 2013, effective May 13, 2013.

F. CAPIELLO DAIRY PRODUCTS, INC.

Assignor

By:

Name: Thomas M. Olejniczak

Title: Secretary

BELGIOIOSO CHEESE, INC.

Assignee

By:

Name: Mark Schlotwiler

Title: Vice President of Operations

Subscribed and sworn before me  
this 13<sup>th</sup> day of May, 2013.

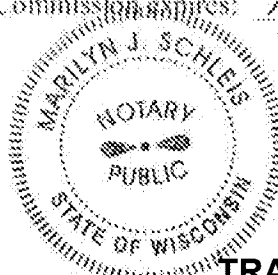
Debbie A. Holewinski  
Notary Public, State of Wisconsin  
My Commission expires: 1-17-16

1544894



Subscribed and sworn before me  
this 13<sup>th</sup> day of May, 2013.

Marilyn J. Schleis  
Notary Public, State of Wisconsin  
My Commission expires: 1/25/15



SCHEDULE A

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
CAPPIELLO A FAMILY TRADITION OF FINE ITALIAN CHEESES SINCE 1921	2758620	September 2, 2003
CAPPIELLO (design and word)	2766595	September 23, 2003
CAPPIELLO	4249889	November 27, 2012