

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
Nelson-Ricks Creamery Company		11/30/2012	CORPORATION: UTAH

RECEIVING PARTY DATA

Name:	Lakeview Cheese Co., LLC
Street Address:	832 Temple Rock Crt.
City:	Boulder City
State/Country:	NEVADA
Postal Code:	89005
Entity Type:	LIMITED LIABILITY COMPANY: NEVADA

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	2577190	LA FIESTA
Registration Number:	0790802	BANQUET
Registration Number:	2446100	BANQUET
Registration Number:	0927849	FIESTA
Registration Number:	2894812	FIESTA
Registration Number:	0654197	GOLD NUGGET
Registration Number:	3853156	GOLD NUGGET
Registration Number:	0632380	GRAND TETON

CORRESPONDENCE DATA

Fax Number: 8776655870
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 8017995825
 Email: klanderson@hollandhart.com
 Correspondent Name: H. Matthew Horlacher

CH \$215.00 2577190

Address Line 1: P.O. Box 11583
Address Line 4: Salt Lake City, UTAH 84110

ATTORNEY DOCKET NUMBER:	81744.0001
NAME OF SUBMITTER:	H. Matthew Horlacher
Signature:	/H. Matthew Horlacher/
Date:	08/06/2013

Total Attachments: 3
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ASSIGNMENT OF TRADEMARKS

This ASSIGNMENT OF TRADEMARKS (the "Assignment") is made as of November 30, 2012, by and between Nelson-Ricks Creamery Company, a Utah corporation (the "Assignor") and Lakeview Acquisition Company, a Nevada corporation (the "Assignee").
Cheese Co., LLC *limited liability company*

RECITALS

A. The Assignee and the Assignor are parties to that certain Asset Purchase Agreement dated November 29, 2012 (the "Purchase Agreement"), pursuant to which the Assignor has agreed to sell to the Assignee and the Assignee has agreed to purchase from the Assignor the Assets (as defined in the Purchase Agreement), including without limitation the Intellectual Property (as defined in the Purchase Agreement).

B. Pursuant to the Purchase Agreement, the Assignor has agreed to execute such instruments as the Assignee may reasonably request in order to more effectively assign, transfer, grant, convey, assure and confirm to Assignee and its successors and assigns, or to aid and assist in the collection of or reducing to possession by the Assignee of, all of such assets.

C. The Assignor desires to transfer and assign to the Assignee, and the Assignee desires to accept the transfer and assignment of, all of the Assignor's worldwide right, title and interest in, to and under the Assignor's registered and unregistered domestic and foreign trademarks, trademark applications and trade names, including without limitation the trademarks, trademark applications and trade names listed on Schedule A attached hereto and incorporated herein by reference (all of the foregoing being referred to herein as the "Assigned Marks").

AGREEMENT

NOW, THEREFORE, the Assignor, for and in exchange for the payment of the Purchase Price (as defined in the Purchase Agreement) and the other consideration set forth in the Purchase Agreement, the receipt of which is hereby acknowledged, does hereby transfer and assign to the Assignee, and the Assignee hereby accepts the transfer and assignment of, all of the Assignor's worldwide right, title and interest in, to and under the Assigned Marks, together with the goodwill of the business associated therewith and which is symbolized thereby, all rights to sue for infringement of any Assigned Mark, whether arising prior to or subsequent to the date of this Assignment, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States or in any other jurisdiction, the same to be held and enjoyed by the Assignee, its successors and assigns from and after the date hereof as fully and entirely as the same would have been held and enjoyed by the Assignor had this Assignment not been made.

Except to the extent that federal law preempts state law with respect to the matters covered hereby, this Assignment shall be governed by and construed in accordance with the laws of the State of Utah without giving effect to the principles of conflicts of laws thereof.

SCHEDULE A
Registered Trademarks

<u>Trademark</u>	<u>Registration Number</u>	<u>Expiration Date</u>
La Fiesta	U.S. - 2,577,190	June 11, 2022
Banquet	U.S. - 790,982,802	June 8, 2014
Banquet	U.S. - 2,446,100	April 24, 2020
Banquet	Mexico - 698433	October 13, 2020
Banquet La Fiesta	U.S. - Abandoned	N/A
Fiesta	U.S. - 927,849	Expired
Fiesta	U.S. - 2,894,812	October 19, 2013
Gold Nugget	U.S. - 654,197	Expired
Gold Nugget	U.S. - 3,853,156	September 28, 2019
Grand Teton	U.S. - 632,380	August 7, 2016
Grand Teton	Mexico - 688,245	April 18, 2020

Unregistered Trademarks

None.

Pending Trademark Applications

None.

Trade Names

None.

IN WITNESS WHEREOF, the Assignor has caused its duly authorized officer to execute this Assignment as of the date first above written.

ASSIGNOR:

Nelson-Ricks Creamery Company

Signature: [Signature]

By: REAGAN S. WOOD

Its: PRESIDENT

[SEAL]

State of UTAH)

)ss.:

County of SALT LAKE)

On this 30th day of November, 2012, before me, Donna Taylor personally appeared Reagan S. Wood, of Nelson-Ricks Creamery Company, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Witness my hand and official seal.

[Signature]
Notary Public

