

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
Bruno Scheidt, Inc.		09/24/2013	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	Bruno Scheidt, LLC
Street Address:	71 West 23rd Street
City:	New York
State/Country:	NEW YORK
Postal Code:	10010
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Registration Number:	4042530	DON BRUNO
Registration Number:	3877716	DON BRUNO
Registration Number:	2023570	DON BRUNO

CORRESPONDENCE DATA

Fax Number:

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

Phone: 212-741-8290 x 484

Email: holly.kennedy@rolandfood.com

Correspondent Name: Holly Kennedy, American Roland Food

Address Line 1: 71 West 23rd Street

Address Line 4: New York, NEW YORK 10010

ATTORNEY DOCKET NUMBER:	090760-0011
NAME OF SUBMITTER:	Holly Kennedy

CH \$90.00 4042530

Signature:	/Holly Kennedy/
Date:	09/24/2013
Total Attachments: 2 source=Fully-Executed BSI - DON BRUNO TM Assignment to Newco - 9-11-13#page1.tif source=Fully-Executed BSI - DON BRUNO TM Assignment to Newco - 9-11-13#page2.tif	

TRADEMARK ASSIGNMENT

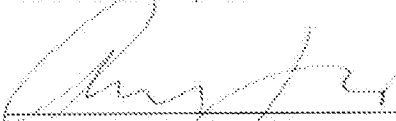
This Assignment, effective as of September 24, 2013, is made by and between Bruno Scheidt, Inc., a New York corporation ("ASSIGNOR") and Bruno Scheidt, LLC, a Delaware limited liability company ("ASSIGNEE"), with respect to the "DON BRUNO" trademarks, including those identified in Exhibit A hereto (collectively, the "Marks"), in connection with the merger of ASSIGNOR with and into ASSIGNEE.

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby irrevocably and unconditionally assigns and transfers exclusively unto ASSIGNEE, its successors and assigns, all of ASSIGNOR's rights, title and interest (including all statutory and common law rights) in and to the Marks throughout the world in perpetuity, together with all goodwill symbolized by and/or associated with the Marks and the right to sue, make claims, and recover damages for any and all past, present and future infringements of the Marks; all of such rights, title and interest to be held and enjoyed by ASSIGNEE, its successors and assigns to the same extent that such would have been held and enjoyed by ASSIGNOR had this Assignment not been made.

IN WITNESS WHEREOF, ASSIGNOR and ASSIGNEE have duly executed this Assignment as of the effective date first written above.

ASSIGNOR:

Bruno Scheidt, Inc.



Name: Charles Scheidt
Title: President

ASSIGNEE:

Bruno Scheidt, LLC



Name: Charles Scheidt
Title: President

EXHIBIT A

Mark	Country	Int'l Class & Goods/Services	Applicant / Registrant	App. No. & Date	Reg. No. & Date
DON BRUNO	U.S.A.	Class 30 – Vinegar and spices	Bruno Scheidt, Inc.	75014436 03 NOV 1995	2023570 17 DEC 1996
DON BRUNO	U.S.A.	Class 30 - Pasta, sauces, and crackers	Bruno Scheidt, Inc.	77772259 01 JUL 2009	3877716 16 NOV 2010
DON BRUNO	U.S.A.	Class 29 – Olive oil	Bruno Scheidt, Inc.	77772251 01 JUL 2009	4042530 18 OCT 2011