

# TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM299498

|                              |  |
|------------------------------|--|
| <b>SUBMISSION TYPE:</b>      | NEW ASSIGNMENT                               |
| <b>NATURE OF CONVEYANCE:</b> | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |

**CONVEYING PARTY DATA**

| Name                                 | Formerly | Execution Date | Entity Type                          |
|--------------------------------------|----------|----------------|--------------------------------------|
| Mille Lacs Foods, LLC n/k/a How, LLC |          | 03/09/2014     | LIMITED LIABILITY COMPANY: WISCONSIN |

**RECEIVING PARTY DATA**

|                        |                                      |
|------------------------|--------------------------------------|
| <b>Name:</b>           | San-Mann Acquisition LLC             |
| <b>Street Address:</b> | 4687 Highway TT                      |
| <b>City:</b>           | Sun Prairie                          |
| <b>State/Country:</b>  | WISCONSIN                            |
| <b>Postal Code:</b>    | 53703-2865                           |
| <b>Entity Type:</b>    | LIMITED LIABILITY COMPANY: WISCONSIN |

**PROPERTY NUMBERS Total: 1**

| Property Type               | Number  | Word Mark                |
|-----------------------------|---------|--------------------------|
| <b>Registration Number:</b> | 1064573 | MILLE LACS GOURMET FOODS |

**CORRESPONDENCE DATA**

**Fax Number:** 6082529243  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
**Phone:** 608-255-8891  
**Email:** sxb@dewittross.com  
**Correspondent Name:** Navid Fanaeian  
**Address Line 1:** 2 E. Mifflin Street  
**Address Line 2:** Suite 600  
**Address Line 4:** Madison, WISCONSIN 53703

|                                |                  |
|--------------------------------|------------------|
| <b>ATTORNEY DOCKET NUMBER:</b> | 51993.001        |
| <b>NAME OF SUBMITTER:</b>      | Navid Fanaeian   |
| <b>SIGNATURE:</b>              | /Navid Fanaeian/ |
| <b>DATE SIGNED:</b>            | 03/28/2014       |

**Total Attachments: 4**

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OP \$40.00 1064573

## **ASSIGNMENT OF TRADEMARK**

**THIS TRADEMARK ASSIGNMENT** (“Assignment”) is made this 14th day of March, 2014 (“Effective date”) by and between Mille Lacs Foods, LLC n/k/a HOW, LLC, a Wisconsin limited liability company with its principal place of business at 752 Lois Dr., Sun Prairie, WI 53590 (“Assignor”) and San-Mann Acquisition LLC, a Wisconsin limited liability company with its principal place of business at 4687 Highway TT, Sun Prairie, WI 53703-2865 (“Assignee”).

**WHEREAS**, Assignor and Assignee are parties to that certain Asset Purchase and Sale Agreement, dated March 14, 2014, by and between Assignee and Assignor (“Agreement”); and

**WHEREAS**, pursuant to the Agreement, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor, the United States trademark registration and the unregistered trademarks set forth on Schedule A attached hereto, in each case, together with the goodwill of the business associated therewith, (collectively, “the Marks”).

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and relinquishes to Assignee, its successors, assigns, and legal representatives Assignor’s entire right, title and interest in and to the Marks, for the United States, including, without limitation, any registrations and applications therefor, any renewals and extensions of the registrations, and all other corresponding rights that are or may be secured under the laws of the United States, now or hereafter in effect, for Assignee’s own use and enjoyment, and for the use and enjoyment of Assignee’s successors, assigns, and legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made.

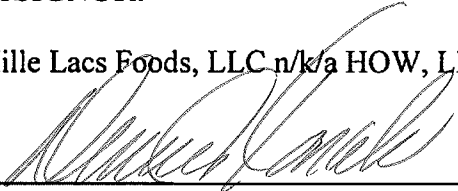
**WHEREAS**, Assignor hereby requests the Commissioner of Patents and Trademarks, and the corresponding entity or agency in any applicable foreign country, to record Assignee as the Assignee and owner of the Marks.

\* \* \* \* \*

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

**ASSIGNOR:**

Mille Lacs Foods, LLC n/k/a HOW, LLC

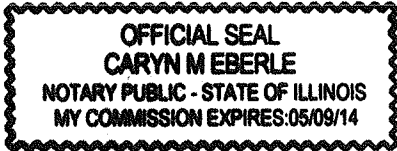


Name: Dennis Tonak  
Title: President

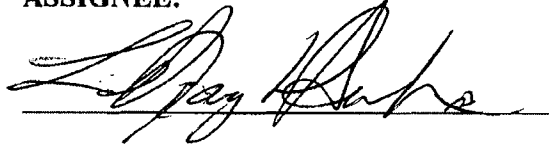
STATE OF ILLINOIS                 )  
  ) SS.  
COUNTY OF WINNEBAGO         )

On this 14th day of March, 2014 there appeared before me Dennis Tonak, personally known to me, who acknowledged that he signed the foregoing Assignment as his voluntary act and deed on behalf and with full authority of Mille Lacs Foods, LLC n/k/a HOW, LLC.

Name: Caryn M Eberle  
Notary Public  
My commission expires: 5-9-14




Accepted by:  
ASSIGNEE:



Name: Le Roy David Sanborn, II  
Title: Managing Member

STATE OF WISCONSIN    )  
  ) SS.  
COUNTY OF DANE        )

On this 14<sup>th</sup> day of March, 2014 there appeared before me Le Roy David Sanborn, personally known to me, who acknowledged that he signed the foregoing Assignment as his voluntary act and deed on behalf and with full authority of San-Mann Acquisition LLC.

  
\_\_\_\_\_  
Name: MIKE VETH  
Notary Public, Dane County, Wisconsin  
My commission expires: 7/1/17

**SCHEDULE A**

**U.S. TRADEMARK REGISTRATIONS**

| <b>Trademark No.</b> | <b>Registration Date</b> | <b>Mark</b>              |
|----------------------|--------------------------|--------------------------|
| 1,064,573            | 4/26/1977                | Mille-Lacs Gourmet Foods |

**UNREGISTERED TRADEMARKS**

Mille Lacs Foods

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