

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM309766

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Benjamin Joseph Seffrood		06/17/2014	INDIVIDUAL: UNITED STATES
Scott Alan Hare		06/17/2014	INDIVIDUAL: UNITED STATES
Diego Ascencio Lopez		04/16/2014	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Monet Foods, LLC		
<b>Street Address:</b>	41 Countryside Drive		
<b>Internal Address:</b>	Suite C		
<b>City:</b>	Belleville		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	53508		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: WISCONSIN		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85299925	EL NORTEÑO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6123329081		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	612.332.5300		
<b>Email:</b>	dockmpls@merchantgould.com		
<b>Correspondent Name:</b>	Andrew S. Ehard		
<b>Address Line 1:</b>	P.O. Box 2910		
<b>Address Line 4:</b>	Minneapolis, MINNESOTA 55402-0910		
<b>ATTORNEY DOCKET NUMBER:</b>	16872.0001US01		
<b>NAME OF SUBMITTER:</b>	Andrew S. Ehard		
<b>SIGNATURE:</b>	/Andrew S Ehard/		
<b>DATE SIGNED:</b>	07/07/2014		
<b>Total Attachments: 2</b>			
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TRADEMARK ASSIGNMENT

WHEREAS, Benjamin Joseph Seffrood, residing at 10 Mammoth Circle, Madison, Wisconsin 53719; Scott Alan Hare, residing at W3240 Schaefer Road, Belleville, Wisconsin 53505; and Diego Ascencio Lopez, residing at 1252 W. Vinova Pass, Oro Valley, Arizona 85755 (hereinafter collectively called "Assignor"), are the owners of U. S. trademark application No. 85/299,925, for the trademark EL NORTENO;

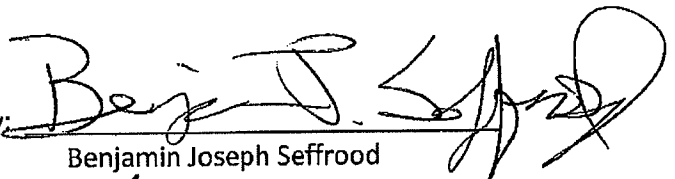
*a Wisconsin Limited Liability Company*

WHEREAS, Monet Foods, LLC, ~~a Wisconsin corporation,~~ having its principal place of business at 41 Countryside Drive, Suite C, Belleville, Wisconsin 53508, (hereinafter called "Assignee"), is desirous of acquiring said trademark and trademark application;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor has sold, assigned and transferred, and by these presents does hereby sell, assign and transfer unto Assignee, the entire right title and interest in and to said trademark, and trademark application, together with the goodwill and other incidents of its business associated with or symbolized by said trademark.

Assignor:

Date: 6-17-2014

By:   
Benjamin Joseph Seffrood

Date: 6/17/2014

By:   
Scott Alan Hare

Date: \_\_\_\_\_

By: \_\_\_\_\_  
Diego Ascencio Lopez

**TRADEMARK ASSIGNMENT**

WHEREAS, Benjamin Joseph Seffrood, residing at 10 Mammoth Circle, Madison, Wisconsin 53719; Scott Alan Hare, residing at W3240 Schaefer Road, Belleville, Wisconsin 53505; and Diego Ascencio Lopez, residing at 1252 W. Vinova Pass, Oro Valley, Arizona 85755 (hereinafter collectively called "Assignor"), are the owners of U. S. trademark application No. 85/299,925, for the trademark EL NORTENO;

WHEREAS, Monet Foods, LLC, a Wisconsin <sup>limited liability company</sup> corporation, having its principal place of business at 41 Countryside Drive, Suite C, Belleville, Wisconsin 53508, (hereinafter called "Assignee"), is desirous of acquiring said trademark and trademark application;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor has sold, assigned and transferred, and by these presents does hereby sell, assign and transfer unto Assignee, the entire right title and interest in and to said trademark, and trademark application, together with the goodwill and other incidents of its business associated with or symbolized by said trademark.

**Assignor:**

Date: \_\_\_\_\_

By: \_\_\_\_\_  
Benjamin Joseph Seffrood

Date: \_\_\_\_\_

By: \_\_\_\_\_  
Scott Alan Hare

Date: 4-16-2014

By: \_\_\_\_\_  
Diego Ascencio Lopez