

07-07-2003

6.30.03



Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002) U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

102488900 TRADEMARKS OFFICE

Tab settings

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):  
LEE PHILLIP SANNA  
CHARLES SANNA  
AMY SANNA McNEELY

Individual(s)  Association  
 General Partnership  Limited Partnership  
 Corporation-State  
 Other

Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies)  
Name: WISCONSIN CHEESE GROUP, INC.  
Internal Address:  
Address:  
Street Address: 105 3rd Street  
City: Monroe State: WI Zip: 53566

Individual(s) citizenship  
 Association  
 General Partnership  
 Limited Partnership  
 Corporation-State Wisconsin  
 Other

3. Nature of conveyance:  
 Assignment  Merger  
 Security Agreement  Change of Name  
 Other

Execution Date: /Accepted May 30, 2003

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)  
Additional name(s) & address(es) attached?  Yes  No

4. Application number(s) or registration number(s):  
A. Trademark Application No.(s)  
B. Trademark Registration No.(s)  
1,495,264

Additional number(s) attached  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:  
Name: David V. Radack, Esquire  
Internal Address: Eckert Seamans  
Cherin & Mellott, LLC  
U.S. Steel Tower  
Street Address: 600 Grant Street  
44th Floor  
City: Pittsburgh State: PA Zip: 15219

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$ 40.00  
 Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number:  
02-2556  
(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.  
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

KATHLEEN JONES  
Name of Person Signing

*Kathleen Jones*  
Signature

June 27, 2003  
Date

Total number of pages including cover sheet, attachments, and document: 3

07/03/2003 ECOMPER 00000065 022556 1495264  
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Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patent & Trademarks, Box Assignments  
Washington, D.C. 20231

TRADEMARK  
REEL: 002770 FRAME: 0611

**TRADEMARK ASSIGNMENT**

**WHEREAS**, Lee Phillip Sanna, an individual and United States citizen, residing at 12 Norwood Avenue, Lock Arbour, New Jersey 07711; Charles Sanna, an individual and United States citizen, residing at 18 Park Court, Staten Island, New York 10301; and Amy Sanna McNeely and David McNeely, both individuals and United States citizens, both residing at 4 Lakewood Road, Staten Island, New York 10301 (collectively referred to hereinafter as "Assignors") are the owners of all worldwide right, title and interest in the trademark "EL VIAJERO" which was registered on July 5, 1988 as United States Trademark Registration No. 1,495,264, (referred to hereinafter as the "Mark"); and

**WHEREAS** Wisconsin Cheese Group, Inc., a Wisconsin corporation, having a place of business at 105 3rd Street, Monroe, Wisconsin 53566 (referred to hereinafter as the "Assignee"), desires to acquire the Mark and the good will of the business symbolized thereby.

**NOW, THEREFORE**, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignors hereby assign to Assignee all of their respective worldwide right, title and interest in and to the Mark and the registration therefor, together with the good will of the business symbolized by the Mark.

**IN WITNESS WHEREOF**, each of the Assignors have caused this instrument to be executed as of the date indicated below.

6/1/03

DATE

*L. Sanna*

LEE PHILLIP SANNA

6/1/03

DATE

*C. Sanna*

CHARLES SANNA

6/1/02

DATE

*Amy Sanna McNeely*

AMY SANNA McNEELY

[SIGNATURES CONTINUED ON NEXT PAGE]

6/1/03  
DATE

D →  
DAVID McNEELY

Accepted this 30<sup>th</sup> day of May, 2003..

**WISCONSIN CHEESE GROUP, INC.**

By:   
[Signature]

Franz Hofmeister  
[Typed/Printed Name]

Title: President