

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
Schrieber Foods, Inc.		09/07/2006	CORPORATION: WISCONSIN
RECEIVING PARTY DATA			
Name:	Wal-Mart Stores, Inc.		
Street Address:	702 S.W. 8th St.		
City:	Bentonville		
State/Country:	ARKANSAS		
Postal Code:	72716-0520		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3143440	MELT 'N DIP	
CORRESPONDENCE DATA			
Fax Number:	(479)277-5889		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	479-273-4505		
Email:	ustm@walmartlegal.com		
Correspondent Name:	Wade J. Savoy		
Address Line 1:	702 S.W. 8th St.		
Address Line 4:	Bentonville, ARKANSAS 72716-0520		
NAME OF SUBMITTER:	Wade J. Savoy		
Signature:	/wjs/		
Date:	10/02/2006		

OP \$40.00 3143440

Total Attachments: 3
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TRADEMARK ASSIGNMENT

WHEREAS, Schrieber Foods, Inc. ("Schrieber"), a Wisconsin Corporation, owns all right, title, and interest in and to the United States Trademark application Serial Number 78/542937 (See Exhibit A), and all rights at common law, all of which are valid and subsisting, (hereinafter the "Mark").

WHEREAS, Wal-Mart Stores, Inc. ("Wal-Mart"), a Delaware corporation having a principal place of business at 702 S.W. 8th Street, Bentonville, Arkansas, 72716, is desirous of acquiring all of Schrieber's Mark.

NOW THEREFORE, for the receipt of one dollar (\$1) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Schrieber, intending to be legally bound, does hereby assign, transfer, grant, sell, and set over to Wal-Mart: (a) Schrieber's entire right, title, and interest in and to the Marks throughout the world, together with the goodwill of Schrieber's business in connection with which the Marks are used, and (b) the full right to sue for past, present, or future infringement of the Marks, all of these rights to be held and enjoyed by Wal-Mart, its successors and assigns, as fully as the same would have been held and enjoyed by Schrieber. For the consideration aforesaid, Schrieber will, upon request, and at Wal-Mart's sole expense and at no expense to Schrieber, execute additional lawful papers and generally do all other lawful acts reasonable and necessary to give effect to and record this Assignment.

IN WITNESS WHEREOF, Schrieber has caused this instrument to be signed by its duly authorized representatives effective as of the 7th day of September 2006.



Schrieber Foods, Inc.

By: Gunnar Schur

Name: _____

Title: President & COO, SRS

ACKNOWLEDGMENT

STATE OF Wisconsin)

)

COUNTY OF Brown)

The foregoing instrument was acknowledged before me at 425 Pine St., Green Bay, WI, this 7 day of Sept, 2006 by Kathleen J. Novickis the Assistant Corp Secretary of Schrieber Foods, Inc., a Wisconsin Corporation, on behalf of the company.

Kathleen J. Novickis

Notary Public

Notarial Seal

KATHLEEN J. NOVICKIS
NOTARY PUBLIC, WISCONSIN
MY COMMISSION EXPIRES JULY 15, 2007

EXHIBIT A TO TRADEMARK ASSIGNMENT

Country	Mark	Class	Serial No. Registration No.	Filing Date Registration Date
United States	MELT 'N DIP	29	78/542937	1/6/2005