

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Strauss Veal & Lamb International Inc.		02/28/2008	CORPORATION: WISCONSIN

**RECEIVING PARTY DATA**

Name:	Strauss Brands Incorporated
Street Address:	P.O. Box 342
City:	Hales Corners
State/Country:	WISCONSIN
Postal Code:	53130
Entity Type:	CORPORATION: WISCONSIN

**PROPERTY NUMBERS Total: 7**

Property Type	Number	Word Mark
Serial Number:	78342854	FREE RAISED
Serial Number:	77335245	MEADOW RESERVE
Serial Number:	77391628	NATURE GIVES. WE ACCEPT.
Serial Number:	75834048	SILVERTON RIDGE
Registration Number:	3298766	STRAUSS
Registration Number:	2989352	STRAUSS LAMB
Registration Number:	1672699	STRAUSS VEAL

**CORRESPONDENCE DATA**

Fax Number: (414)978-8789  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: (414) 277-5789  
 Email: tm-dept@quarles.com  
 Correspondent Name: Cheryl M. Smukowski  
 Address Line 1: 411 East Wisconsin Avenue

CH \$190.00 78342854

Address Line 4: Milwaukee, WISCONSIN 53202

ATTORNEY DOCKET NUMBER: 870950.90003

NAME OF SUBMITTER: Cheryl M. Smukowski

Signature: /cms/

Date: 04/09/2008

Total Attachments: 1  
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DOM  
180 181 183

United States of America

State of Wisconsin



DEPARTMENT OF FINANCIAL INSTITUTIONS

To All to Whom These Presents Shall Come, Greeting:

I, RAY ALLEN, Deputy Administrator, Division of Corporate & Consumer Services, Department of Financial Institutions, do hereby certify that

STRAUSS BRANDS INCORPORATED

is a domestic corporation or a domestic limited liability company organized under the laws of this state and that its date of incorporation or organization is July 5, 1955.

I further certify that an Amendment was filed on February 28, 2008 changing the name from STRAUSS VEAL & LAMB INTERNATIONAL INC. to the present name of STRAUSS BRANDS INCORPORATED.

I further certify that said corporation or limited liability company has, within its most recently completed report year, filed an annual report required under ss. 180.1622, 180.1921, 181.1622 or 183.0120, Wis. Stats., and that it has not filed articles of dissolution.



IN TESTIMONY WHEREOF, I have hereunto set my hand and affixed the official seal of the Department on April 3, 2008.

A handwritten signature in black ink, appearing to read "Ray Allen".

RAY ALLEN, Deputy Administrator  
Division of Corporate & Consumer Services  
Department of Financial Institutions

BY:

A handwritten signature in black ink, appearing to read "Cathy Mickelson".

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Effective July 1, 1996, the Department of Financial Institutions assumed the functions previously performed by the Corporations Division of the Secretary of State and is the successor custodian of corporate records formerly held by the Secretary of State.