

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	11/04/2005		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Swissland Packing Company		05/05/2009	CORPORATION: ILLINOIS
<b>RECEIVING PARTY DATA</b>			
Name:	Strauss Brands Incorporated		
Street Address:	P.O. Box 342		
City:	Hales Corners		
State/Country:	WISCONSIN		
Postal Code:	53130		
Entity Type:	CORPORATION: WISCONSIN		
<b>PROPERTY NUMBERS Total: 3</b>			
Property Type	Number	Word Mark	
Registration Number:	2993603	LEAN CUTS	
Registration Number:	2789450	EVERYDAY GOURMET	
Registration Number:	2746251	ASPEN VALLEY LAMB	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(414)271-3552		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	tm-dept@quarles.com		
Correspondent Name:	Hillary J. Wucherer		
Address Line 1:	Quarles & Brady LLP		
Address Line 2:	411 East Wisconsin Avenue		
Address Line 4:	Milwaukee, WISCONSIN 53202		
ATTORNEY DOCKET NUMBER:	870950.90003		
NAME OF SUBMITTER:	Hillary J. Wucherer		

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**TRADEMARK  
 REEL: 003982 FRAME: 0834**

Signature:	/Hillary J. Wucherer/
Date:	05/06/2009
Total Attachments: 4 source=Assignment - US PTO - Swissland to Strauss#page1.tif source=Assignment - US PTO - Swissland to Strauss#page2.tif source=Assignment - US PTO - Swissland to Strauss#page3.tif source=Assignment - US PTO - Swissland to Strauss#page4.tif	

## ASSIGNMENT OF REGISTERED TRADEMARKS

This Assignment is made effective as of November 4, 2005, nunc pro tunc, by Swissland Packing Company, an Illinois corporation ("Assignor") having its principal place of business at 2684 North 900 East Road, Ashkum, Illinois 60911, for the benefit of Strauss Brands Incorporated, formerly known as Strauss Veal & Lamb International Inc., a Wisconsin corporation ("Assignee") having its principal business address at P.O. Box 342, Hales Corners, Wisconsin 53130.

WHEREAS, Assignor is the owner of the entire right, title and interest in and to the U.S. Trademark Registrations listed on the attached Schedule of Trademarks, registered in the U.S. Patent and Trademark Office on the dates listed on the attached Schedule of Trademarks, which registrations are now valid and subsisting (the "Registrations"), and the corresponding trademarks listed on the attached Schedule of Trademarks (the "Trademarks"); and

WHEREAS, Assignee desires to acquire from Assignor the Trademarks and the Registrations and the goodwill of that portion of the business in connection with which the Trademarks and the Registrations are used;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor agrees to sell, assign, and transfer to Assignee, its successors and assigns, and does hereby sell, assign, and transfer to Assignee, its successors and assigns, Assignor's entire right, title, and interest in and to the Trademarks and the Registrations and the goodwill of that portion of the business symbolized by the Trademarks and the Registrations and in connection with which the Trademarks and the Registrations are used, and all claims and demands, if any, including all

claims and demands for past infringement, that Assignor may have in connection with the Trademarks or the Registrations arising before and as of the date of this Assignment.

Assignor agrees to cooperate with Assignee so that Assignee may enjoy to the fullest extent the rights assigned hereunder. Assignor agrees to assist Assignee at Assignee's expense with all proceedings involving the Trademarks and the Registrations assigned hereunder, including but not limited to infringement suits, cancellation proceedings, and priority contests.

Nothing contained in this Assignment of Registered Trademarks will be deemed to supersede, enlarge, diminish or otherwise modify any of the obligations, agreements, covenants, representations or warranties of Assignor contained in the Asset Purchase Agreement dated as of November 4, 2005, by and among Assignor, Assignee, and, with respect only to Sections 6.4, 6.5, and 6.6 thereof, Art Follenweider and David Follenweider, including, without limitation, the retention by Assignor of the Cooked Business (as defined in said Asset Purchase Agreement) and the goodwill associated with said Cooked Business.

All capitalized terms used herein and not otherwise defined herein shall have the respective meanings given to such terms in the above-referenced Asset Purchase Agreement.

The terms and provisions of this Assignment shall inure to the benefit of Assignee and its successors and assigns, and shall be binding on Assignor and its legal representatives and any corporation controlling Assignor.



Schedule of Trademarks for Assignment

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
LEAN CUTS (Stylized)	2,993,603	September 13, 2005
EVERYDAY GOURMET	2,789,450	December 2, 2003
ASPEN VALLEY LAMB	2,746,251	August 5, 2003

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