

# 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
Swiss Valley Farms Cooperative		06/01/2009	Agricultural Cooperative: IOWA
RECEIVING PARTY DATA			
Name:	East Side Jersey Dairy, Inc.		
Street Address:	1100 Broadway		
City:	Carlinville		
State/Country:	ILLINOIS		
Postal Code:	62626-1183		
Entity Type:	CORPORATION: INDIANA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3432355	CRAVELATTÉ	
Registration Number:	2189821	PURELY YOURS	
Registration Number:	1601254	ICY SPRINGS	
CORRESPONDENCE DATA			
Fax Number:	(309)557-2211		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Email:	trademarks@ilfb.org		
Correspondent Name:	Andrew S. Bender		
Address Line 1:	1701 Towanda Ave.		
Address Line 4:	Bloomington, ILLINOIS 61701		
NAME OF SUBMITTER:	Andrew S. Bender		
Signature:	/andrew s bender/		
Date:	06/09/2009		

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Total Attachments: 2  
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## ASSIGNMENT OF TRADEMARKS

WHEREAS, SWISS VALLEY FARMS COOPERATIVE, an Iowa agricultural cooperative ("Assignor"), entered into an ASSET PURCHASE AND SALE AGREEMENT ("Purchase Agreement") with EAST SIDE JERSEY DAIRY, INC., an Indiana corporation ("Assignee");

WHEREAS, pursuant to the Purchase Agreement Assignor has agreed to assign certain trademarks to Assignee and this ASSIGNMENT OF TRADEMARKS is contemplated by the Agreement; and

WHEREAS, Assignor is the owner of the following trademarks (the "Trademarks"):

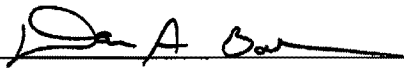
Registration Number	Mark	Registration Date
3,432,355	CRAVÉLATTÉ	May 20, 2008
2,189,821	PURELY YOURS	September 15, 1998
1,601,254	ICY SPRINGS	June 12, 1990

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, and intending to be legally bound, Assignor does hereby assign and transfer unto Assignee all right, title, and interest in and to the Trademarks listed above, together with the goodwill of the business symbolized thereby as well as the right to sue for past infringement and the right to collect damages therefore.

This Assignment is binding on Assignor, its successors and assigns, and will inure to the benefit of the Assignee, its successors and assigns. Nothing in this instrument, express or implied, is intended or shall be construed to confer upon, or give to, any person, corporation or entity other than Assignee, its successors and assigns, any remedy or claim under or by reason of this instrument, or any terms, covenants or conditions hereof, and all the terms, covenants and conditions in this instrument shall be for the sole and exclusive benefit of Assignee and its successors and assigns.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed this  
1<sup>st</sup> day of June, 2009.

SWISS VALLEY FARMS COOPERATIVE

By: 

Printed Name: Donald A. Boelens

Title: Chief Executive Officer