

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
LE MONDE DU FROMAGE		12/19/2007	societe par actions simplifiee: FRANCE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	FROMAGERIES F. PAUL-RENARD		
<b>Street Address:</b>	LA CHAPELLE		
<b>City:</b>	89360 FLOGNY LA CHAPELLE		
<b>State/Country:</b>	FRANCE		
<b>Entity Type:</b>	societe par actions simplifiee: FRANCE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2892449	SUPREME	
Registration Number:	1032424	SUPREME DES DUCS	
Registration Number:	1351923	LA FOLIE DU CHEF	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(202)739-3001		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	202-739-5652		
<b>Email:</b>	chowell@morganlewis.com		
<b>Correspondent Name:</b>	Catherine R. Howell, Senior Paralegal		
<b>Address Line 1:</b>	1111 Pennsylvania Ave., N.W.; Attn: TMSU		
<b>Address Line 2:</b>	Morgan, Lewis & Bockius LLP		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20004		
<b>ATTORNEY DOCKET NUMBER:</b>	100010-0045		
<b>DOMESTIC REPRESENTATIVE</b>			

CH \$90.00 2892449

Name: Kristin H. Altoff  
Address Line 1: 1111 Pennsylvania Ave., N.W. Attn: TMSU  
Address Line 2: Morgan, Lewis & Bockius LLP  
Address Line 4: Washington, DISTRICT OF COLUMBIA 20004

NAME OF SUBMITTER:	Catherine R. Howell, Senior Paralegal
Signature:	/Catherine R. Howell/
Date:	02/17/2010
Total Attachments: 0	

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