

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
Park Cheese Company, Inc.		08/31/2012	CORPORATION: WISCONSIN
RECEIVING PARTY DATA			
Name:	BelGioioso Park Cheese, LLC		
Street Address:	4200 Main Street		
City:	Green Bay		
State/Country:	WISCONSIN		
Postal Code:	54311		
Entity Type:	LIMITED LIABILITY COMPANY: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2111664	CASARO	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	tlk@lcojlaw.com		
Correspondent Name:	Tori Lynne Kluess		
Address Line 1:	231 S. Adams Street		
Address Line 4:	Green Bay, WISCONSIN 54301		
NAME OF SUBMITTER:	Tori Lynne Kluess		
Signature:	/Tori Lynne Kluess/		
Date:	01/17/2013		
Total Attachments: 3			
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OP \$40.00 2111664

ASSIGNMENT OF TRADEMARK

WHEREAS, Park Cheese Company, Inc., a Wisconsin corporation, (hereinafter "ASSIGNOR"), is the record owner of the trademark and registration thereof listed in Schedule A, attached hereto; (the "TRADEMARK"); and

WHEREAS, BelGioioso Park Cheese, LLC, a Wisconsin limited liability company (hereinafter "ASSIGNEE"), is desirous of acquiring the entire right, title and interest in and to said Trademark.

WHEREAS, the parties wish to memorialize the transfer of the Trademark as set forth in the Asset Purchase Agreement dated August 31, 2012 by and between Assignor and Assignee, which transferred certain assets from Assignor to Assignee, including the Trademark.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor, owner of the entire right, title and interest in the Trademark in Schedule A attached hereto and a part hereof, hereby assigns, transfers and conveys to Assignee, its successors and assigns the entire right, title, and interest together with goodwill of the business symbolized by said Trademark for the full terms thereof and any renewals thereof, including the right to legally pursue any past, present or future infringement or unauthorized use of the said Trademark and all rights to damages and profits by reason of the infringement (including past infringement) of said Trademark, the Trademark to be held and enjoyed by Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this assignment not been made.

ASSIGNOR authorizes and requests the United States Patent and Trademark Office and any foreign trademark records office to record Assignee as assignee of the entire right, title and interest in and to the Trademark for the sole use and enjoyment of Assignee, its successors and assigns.

ASSIGNEE shall be solely responsible for preparing and filing all additional documentation (including but not limited to the execution and delivery of any and all affidavits, declarations, oaths, assignments and powers of attorney) as may be required to perfect or record the assignment of the Trademark with the United States Patent and Trademark Office and equivalent offices and agencies in other countries or political subdivisions of the world. Assignor agrees to provide Assignee cooperation and assistance, at Assignee's request and reasonable expense, in the implementation or perfection of this Assignment.

[Signature Page Follows]

In testimony whereof, each of ASSIGNOR and ASSIGNEE have caused this Assignment to be executed by its duly authorized officers as of August 31, 2012.

PARK CHEESE COMPANY, INC.

By: [Signature]
Eric Liebertrau, President

8/31/12
Date

State of Wisconsin)
County of Fond du Lac)

NOTARY CERTIFICATE

On August 31, 2012, before me, Mary Schleit, personally appeared Eric Liebertrau, known to me to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the entity upon behalf of which he acted, executed the instrument.

In witness whereof, I hereunto set my hand and official seal.

[Signature]
Notary Public residing at: Fond du Lac
Printed Name: Mary A. Schleit
My Commission Expires: 2-14-16

(SEAL)

BELGIOIOSO PARK CHEESE, LLC

By: Errico Auricchio
Errico Auricchio, President

Aug 31 2012
Date

Title:

State of Wisconsin)
County of Brown)

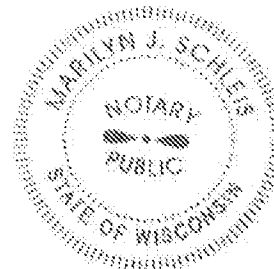
NOTARY CERTIFICATE

On August 31st, 2012, before me, Marilyn J. Schleit, personally appeared Errico Auricchio, known to me to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the entity upon behalf of which he acted, executed the instrument.

In witness whereof, I hereunto set my hand and official seal.

[Signature]
Notary Public
Printed Name: Marilyn J. Schleit
My Commission Expires: 1/25/2015

(SEAL)



[Handwritten mark]

SCHEDULE A

Int. Cl.: 29

Prior U.S. Cl.: 46

Reg. No. 2,111,664

United States Patent and Trademark Office

Registered Nov. 11, 1997

TRADEMARK
PRINCIPAL REGISTER

CASARO

PARK CHEESE COMPANY, INC. (WISCONSIN
CORPORATION)
233 W. DIVISION ST.
P.O. BOX 1499
POND DU LAC, WI 549361499

FIRST USE 2-1-1994; IN COMMERCE
2-1-1994.

THE MARK TRANSLATES INTO ENGLISH
AS ITALIAN CHEESEMAKER.

SER. NO. 75-071,527, FILED 3-12-1996.

FOR: ITALIAN CHEESE, IN CLASS 29 (U.S.
CL. 46).

CAROLYN GRAY, EXAMINING ATTORNEY