

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
Cumberland Packing Corp.		01/01/2013	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	BBFI Intellectual Property, Inc.
Street Address:	2330 Chicory Road
City:	Racine
State/Country:	WISCONSIN
Postal Code:	53403
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 19

Property Type	Number	Word Mark
Registration Number:	3578735	ALFREDO BUDS
Registration Number:	2088536	BUTTER BASE 20
Registration Number:	3377505	BUTTER BUDS
Registration Number:	0838892	BUTTER BUDS
Registration Number:	2288378	BUTTER BUDS
Registration Number:	2373315	BUTTER BUDS
Registration Number:	1621416	BUTTER BUDS
Registration Number:	2652520	BUTTER BUDS-EX
Registration Number:	1804644	BUTTERFLO
Registration Number:	2534030	BUTTERMILK BUDS
Registration Number:	3268051	BUTTERMIST
Registration Number:	2540657	CHEDDAR BUDS
Registration Number:	2547133	CHEDDAR BUDS
Serial Number:	85685361	CHEESE BUDS-AMERICAN

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Registration Number:	2540655	CHEESE BUDS
Registration Number:	3385528	COCOABUTTER BUDS
Registration Number:	2000824	CREAM PLUS
Registration Number:	3908492	MAKING HEALTHY HAPPEN
Registration Number:	3696594	OLIVE OIL BUDS

CORRESPONDENCE DATA

Fax Number: 8668507498
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: 212 883 4909
Email: adivino@cozen.com
Correspondent Name: Amy F. Divino
Address Line 1: 277 Park Avenue
Address Line 4: New York, NEW YORK 10172

ATTORNEY DOCKET NUMBER:	330066
NAME OF SUBMITTER:	Amy F. Divino
Signature:	/amy f. divino/
Date:	01/10/2013

Total Attachments: 4
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WORLDWIDE TRADEMARK ASSIGNMENT

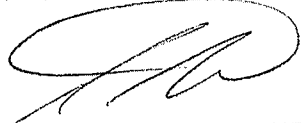
WHEREAS, Cumberland Packing Corp. ("Assignor"), a corporation organized and existing under the laws of the State of New York, USA, having a current address of 2 Cumberland Street, Brooklyn, New York 11205, USA, is the record owner of the registrations and applications shown on the attached Schedule A.

WHEREAS, BBFI Intellectual Property, Inc. ("Assignee"), a corporation organized and existing under the laws of the State of Wisconsin, USA, having a current address of 2330 Chicory Road, Racine, Wisconsin 53403, USA, is desirous of acquiring said marks, the goodwill of the business symbolized by the marks, the portion of the business to which the marks pertain, the registrations thereof, and the applications for registration and the registrations resulting therefrom.

NOW, THEREFORE, in consideration of and in exchange for the sum of USD \$100, and other good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby assign, transfer and convey unto said Assignee its entire right, title and interest in and to the said marks, together with the goodwill symbolized by the marks, the portion of the business to which the marks pertain, the registrations thereof, and the applications for registration and the registrations resulting therefrom.

CUMBERLAND PACKING CORP.

By:



Steven Eisenstadt
President and Chief Executive Officer

Place: Brooklyn, New York, USA

Date: January 1, 2013

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TRADEMARK
REEL: 004940 FRAME: 0266

Schedule A

Country	Trademark	Applicant/Registrant	Class(es)	Appl. No./ Reg. No.	Appl. Date/ Reg. Date	Status
Argentina	BUTTER BUDS	Cumberland Packing Corporation	30	2.121.508	4/26/96	Registered
Argentina	BUTTER BUDS	Cumberland Packing Corporation	30	2.256.121	11/6/08	Registered
Australia	BUTTER BUDS	Cumberland Packing Corp.	30	A212,870	8/23/67	Registered
Australia	"Series" Application for: BUTTER BUDS CHEESE BUDS CHEDDAR BUDS ALFREDO BUDS COCOA BUDS MILK BUDS	Cumberland Packing Corp.	30	928225	9/24/02	Registered
Brazil	BUTTER BUDS	Cumberland Packing Corp.	29,50	810823985	11/1/83	Registered
Brazil	CHEESE BUDS	Cumberland Packing Corp.	30	826106897	12/4/07	Registered
Brazil	COCOA BUDS	Cumberland Packing Corp.	30	826106870	12/4/07	Registered
Brazil	MILK BUDS	Cumberland Packing Corp.	29	826106889	12/4/07	Registered
Canada	BUTTER BUDS	Cumberland Packing Corp.	No Class	159.886	12/13/68	Registered
Canada	BUTTERFLO	Cumberland Packing Corp.	No Class	489,397	2/5/98	Registered
Canada	BUTTERMIST	Cumberland Packing Corp.	No Class	498,839	8/18/98	Registered
Canada	CHEDDAR BUDS	Cumberland Packing Corp.	No Class	519,251	11/9/99	Registered
Canada	CHEESE BUDS	Cumberland Packing Corp.	No Class	498,845	8/18/98	Registered
Chile	BUTTER BUDS	Cumberland Packing Corp.	29, 30, 31	640,245	3/15/04	Registered
China	BUTTER BUDS	Cumberland Packing Corp.	30	4301940	2/28/09	Registered
China	CHEESE BUDS	Cumberland Packing Corp.	29	4301939	2/28/09	Registered
China	COCOABUTTER BUDS	Cumberland Packing Corp.	30	4301938	2/28/09	Registered
Colombia	BUTTER BUDS	Cumberland Packing Corp.	30	117720	8/24/87	Registered
Costa Rica	BUTTER BUDS	Cumberland Packing Corp.	29	168906	6/25/07	Registered
Costa Rica	CHEESE BUDS	Cumberland Packing Corp.	29	170649	10/16/07	Registered
Ecuador	BUTTER BUDS	Cumberland Packing Corp.	29	30179	6/4/04	Registered
Ecuador	CHEESE BUDS	Cumberland Packing Corp.	29	30176	6/4/04	Registered
Ecuador	COCOA BUDS	Cumberland Packing Corp.	30	30175	6/4/04	Registered
Ecuador	CREAM PLUS	Cumberland Packing Corp.	1	30177	6/4/04	Registered
Ecuador	MILK BUDS	Cumberland Packing Corp.	29	30178	6/4/04	Registered
El Salvador	BUTTER BUDS	Cumberland Packing Corp.	29	125 Book 99	1/18/08	Registered
El Salvador	CHEESE BUDS	Cumberland Packing Corp.	29	127 Book 99	1/18/08	Registered
*European Community	ALFREDO BUDS	Cumberland Packing Corp.	30	2,621,290	3/18/02	Registered
*European Community	BUTTER BUDS	Cumberland Packing Corp.	1, 29, 30	434.902	11/22/96	Registered
*European Community	CHEDDAR BUDS	Cumberland Packing Corp.	30	2,621,316	3/18/02	Registered
*European Community	CHEESE BUDS	Cumberland Packing Corp.	1, 30	382.838	10/25/96	Registered
*European Community	COCOABUTTER BUDS	Cumberland Packing Corp.	29	009520156	11/12/10	Registered
*European Community	CREAM BUDS	Cumberland Packing Corp.	30	3,805,629	4/29/04	Registered
*European Community	MILK BUDS	Cumberland Packing Corp.	30	3,805,421	4/29/04	Registered
Germany	BUTTER-BUDS	Cumberland Packing Corp.	30	1035045	11/17/81	Registered
Guatemala	BUTTER BUDS	Cumberland Packing Corp.	29	147,948	3/20/07	Registered
Guatemala	CHEESE BUDS	Cumberland Packing Corp.	29	151,470	9/3/07	Registered

Country	Trademark	Applicant/Registrant	Class(es)	Appl. No./ Reg. No.	Appl. Date/ Reg. Date	Status
India	BUTTER BUDS	Cumberland Packing Corp.	30	1273569	3/18/04	Registered
India	CHEESE BUDS	Cumberland Packing Corp.	30	1273570	3/18/04	Registered
Indonesia	BUTTER BUDS	Cumberland Packing Corp.	30	D00-2011- 043329	10/27/11	Pending
Indonesia	CHEESE BUDS	Cumberland Packing Corp.	30	D00-2011- 043324	10/27/11	Pending
Indonesia	CREAM BUDS ASIA	Cumberland Packing Corp.	30	D00-2011- 043337	10/27/11	Pending
Indonesia	DRIED CREAM EXTRACT	Cumberland Packing Corp.	30	D00-2011- 043332	10/27/11	Pending
Indonesia	MILK BUDS	Cumberland Packing Corp.	30	D00-2011- 043326	10/27/11	Pending
Indonesia	YOGURT BUDS	Cumberland Packing Corp.	30	D00-2011- 043328	10/27/11	Pending
Ireland	BUTTER BUDS	Cumberland Packing Corp.	30	072676	8/22/67	Registered
Israel	BUTTER BUDS	Cumberland Packing Corp.	30	67069	8/1/91	Registered
Japan	BUTTER BUDS	Cumberland Packing Corp.	29	2286048	11/30/90	Registered
Japan	CHEESE BUDS	Cumberland Packing Corp.	30	4863735	5/13/05	Registered
Japan	CREAM PLUS	Cumberland Packing Corp.	30	77414/2002	1/16/04	Registered
Japan	MILK BUDS	Cumberland Packing Corp.	30	57769/2002	1/16/04	Registered
Kuwait	BUTTER BUDS	Cumberland Packing Corp.	30	74805	9/24/07	Registered
Kuwait	CHEESE BUDS	Cumberland Packing Corp.	29	74806	9/24/07	Registered
Malaysia	BUTTER BUDS	Cumberland Packing Corp.	30	2004/01030	8/5/08	Registered
Malaysia	CHEESE BUDS	Cumberland Packing Corp.	29	04001027	1/30/04	Registered
Malaysia	MILK BUDS	Cumberland Packing Corp.	29	04001028	1/30/04	Registered
Mexico	BUTTER BUDS	Cumberland Packing Corp.	30	758,201	7/15/02	Registered
Mexico	CHEESE BUDS	Cumberland Packing Corp.	30	758,202	7/15/02	Registered
Mexico	MILK BUDS	Cumberland Packing Corp.	30	598197	4/24/03	Registered
Mexico	SOUR CREAM BUDS CONCENTRATE	Cumberland Packing Corp.	30	598196	4/24/03	Registered
New Zealand	BUTTER BUDS	Cumberland Packing Corp.	30	B84869	8/22/67	Registered
New Zealand	CHEESE BUDS	Cumberland Packing Corp.	30	678082	5/5/03	Registered
New Zealand	CREAM BUDS	Cumberland Packing Corp.	29	678692	5/19/03	Registered
Norway	BUTTER BUDS	Cumberland Packing Corp.	30	76.270	4/11/69	Registered
Panama	BUTTER BUDS	Cumberland Packing Corp.	30	149548 01	1/19/07	Registered
Peru	BUTTER BUDS	Cumberland Packing Corp.	30	71182	5/14/82	Registered
Philippines	BUTTER BUDS	Cumberland Packing Corp.	30	4-2008-002380	9/29/08	Registered
Philippines	CREAM PLUS	Cumberland Packing Corp.	30	4-2002-005667	7/8/04	Registered
Philippines	CHEESE BUDS	Cumberland Packing Corp.	29	4-2003-004761	4/24/06	Registered
Russia	BUTTER BUDS FOOD INGREDIENTS LOGO	Cumberland Packing Corp.	30	347948	4/14/08	Registered
Russia	BUTTER BUDS	Cumberland Packing Corp.	30	2003708226	4/18/03	Registered
Russia	CHEESE BUDS	Cumberland Packing Corp.	29	2003708225	4/18/03	Registered
Saudi Arabia	BUTTER BUDS	Cumberland Packing Corp.	30	1069/86	5/20/09	Registered
Saudi Arabia	CHEESE BUDS	Cumberland Packing Corp.	30	1069/87	5/20/09	Registered
Singapore	BUTTER BUDS	Cumberland Packing Corp.	29	T04/01141I	11/16/04	Registered
Singapore	CHEESE BUDS	Cumberland Packing Corp.	29	T04/01136B	1/30/04	Registered
Singapore	MILK BUDS	Cumberland Packing Corp.	29	T04/01134F	1/30/04	Registered
South Africa	BUTTER BUDS	Cumberland Packing Corp.	29	96/15041	10/22/96	Registered
Switzerland	BUTTER BUDS	Cumberland Packing Corp.	30	P356 882	8/26/87	Registered
Turkey	BUTTER BUDS	Cumberland Packing Corp.	29	2007/12119	3/12/07	Registered
Turkey	CHEESE BUDS	Cumberland Packing Corp.	29	2007/12120	3/12/07	Registered
Ukraine	CHEESE BUDS	Cumberland Packing Corp.	29, 30	81199	8/27/07	Registered
Ukraine	BUTTER BUDS	Cumberland Packing Corp.	29, 30	81201	8/27/07	Registered
United Arab Emirates	BUTTER BUDS	Cumberland Packing Corp.	30	106942	8/21/07	Registered

Country	Trademark	Applicant/Registrant	Class(es)	Appl. No./ Reg. No.	Appl. Date/ Reg. Date	Status
United Kingdom	BUTTER BUDS	Cumberland Packing Corp.	30	B913,715	8/24/67	Registered
United States	ALFREDO BUDS	Cumberland Packing Corp.	30	3,578,735	2/24/09	Registered
United States	BUTTER BASE 20	Cumberland Packing Corp.	1	2,088,536	8/19/97	Registered
United States	BUTTER BUDS	Cumberland Packing Corp.	30	3,377,505	2/5/08	Registered
United States	BUTTER BUDS	Cumberland Packing Corp.	29	838,892	11/14/67	Registered
United States	BUTTER BUDS (Stylized)	Cumberland Packing Corp.	30	2,288,378	10/26/99	Registered
United States	BUTTER BUDS (Stylized)	Cumberland Packing Corp.	29	2,373,315	8/1/00	Registered
United States	BUTTER BUDS and Design	Cumberland Packing Corp.	29	1,621,416	11/6/90	Registered
United States	BUTTER BUDS-EX	Cumberland Packing Corp.	29	2,652,520	11/19/02	Registered
United States	BUTTERFLO	Cumberland Packing Corp.	29	1,804,644	11/16/93	Registered
United States	BUTTERMILK BUDS	Cumberland Packing Corp.	29	2,534,030	1/29/02	Registered
United States	BUTTERMIST	Cumberland Packing Corp.	29	3,268,051	7/24/07	Registered
United States	CHEDDAR BUDS	Cumberland Packing Corp.	29	2,540,657	2/19/02	Registered
United States	CHEDDAR BUDS	Cumberland Packing Corp.	30	2,547,133	3/12/02	Registered
United States	CHEESE BUDS- AMERICAN	Cumberland Packing Corp.	29	85/685,361	7/24/12	Pending
United States	CHEESE BUDS	Cumberland Packing Corp.	29	2,540,655	2/19/02	Registered
United States	COCOABUTTER BUDS	Cumberland Packing Corp.	29	3,385,528	2/19/08	Registered
United States	CREAM PLUS	Cumberland Packing Corp.	1	2,000,824	9/17/96	Registered
United States	MAKING HEALTHY HAPPEN	Cumberland Packing Corp.	29	3,908,492	1/18/11	Registered
United States	OLIVE OIL BUDS	Cumberland Packing Corp.	30	3,696,594	10/13/09	Registered
Venezuela	BUTTER BUDS	Cumberland Packing Corp.	29	114.735-F	9/30/85	Registered
Vietnam	BUTTER BUDS	Cumberland Packing Corp.	29	103256	6/17/08	Registered
Vietnam	CHEESE BUDS	Cumberland Packing Corp.	29	103168	6/17/08	Registered
Vietnam	MILK BUDS	Cumberland Packing Corp.	29	103146	6/16/08	Registered