

06-19-1998

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attached original documents or copy thereof.

To the Honorable Commissioner of

100742834

MSB 6-17-98

1. Name of conveying party(ies):

AMERICAN VALUE BRANDS, INC.

- Individual(s)
- General Partnership
- Corporation-State Delaware
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: May 6, 1998

2. Name and address of receiving party(ies):

Name: FABRICA DE PASTAS ALIMENTICIAS SA
MODERNA S.A. DE C.V.

Internal Address:

Street Address: Leandro Valle 404

City: Toluca, Mexico State: ZIP:

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Mexico
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designations must be a separate document from Assignment)

Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

75/457,028
75/457,027

B. Trademark registration No.(s)

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Perla M. Kuhn, Esq.

Internal Address:

Hughes Hubbard & Reed LLP

Street Address: One Battery Park Plaza

City: New York State: NY ZIP: 10004

6. Total number of applications and registrations involved: 2

7. Total fee (37 CFR 3.41): \$ 65.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

08-3264

(Attach duplicate copy of this page if paying by deposit account)

06/18/1998 DCOATES 00000158 75457028

DO NOT USE THIS SPACE

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02 FC:482 25.00 OP

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Barbara H. Loewenthal
Name of Person Signing

Barbara H. Loewenthal
Signature

June 15, 1998
Date

Total number of pages comprising cover sheet: 5

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Mark : GIOVANNI PRIMO
Application No. : 75/457,027
Filed : March 25, 1998

POWER OF ATTORNEY

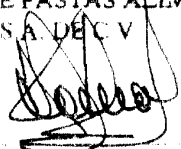
SIR:

In the matter of the above-identified application, Applicant hereby appoints PERLA M. KUHN, RONALD ABRAMSON, JAMES B. KOBAK, JR., RITA M. HAEUSLER, PETER M. LANGENBERG, NICOLAS SWERDLOFF, JULIUS RABINOWITZ, EDWIN C. BULLOCK, BARBARA H. LOEWENTHAL, PETER A. SULLIVAN and MONIQUE T.D. TRUONG of the law offices of HUGHES HUBBARD & REED LLP, One Battery Park Plaza, New York, NY 10004-1482, its attorneys to act on its behalf with full power of substitution and revocation and to file this assignment and to transact all business in the Patent Office in connection with this application.

APPOINTMENT OF DOMESTIC REPRESENTATIVE

HUGHES HUBBARD & REED LLP, whose postal address is One Battery Park Plaza, New York, New York 10004-1482, United States of America, is hereby designated Applicant's representative upon whom notices of process in proceedings affecting the mark may be served.

FABRICA DE PASTAS ALIMENTICIAS LA
MODERNA S.A. DE C.V.

By: 
Name: CARLOS A. MOURON
Title: C.E.O.

Dated: 18/05/98

WG-NY980286-455

ASSIGNMENT

WHEREAS, AMERICAN VALUE BRANDS, INC., with offices located at 333 Seventh Avenue, New York, New York 10001, a corporation organized and existing under the laws of the State of Delaware, has adopted, used and is using, and owns all right, title and interest in and to the below listed marks which are the subject of pending trademark applications with the United States Patent and Trademark Office, particulars of which are as follows:

<u>MARK</u>	<u>SERIAL NO.</u>	<u>FILING DATE</u>
Anatina	75/457,028	March 25, 1998
Giovanni Primo	75/457,027	March 25, 1998

(hereinafter referred to as the "Marks");

WHEREAS, FABRICA DE PASTAS ALIMENTICIAS LA MODERNA S.A. DE C.V., with offices located at Leandro Valle 404, Toluca, Mexico is desirous of acquiring the entire right, title and interest in and to the aforesaid Marks, together with the goodwill of the business symbolized by the Marks and past common law causes of action;

WHEREAS, by agreement, FABRICA DE PASTAS ALIMENTICIAS LA MODERNA S.A. DE C.V received the entire right, title, and interest in and to the aforesaid Marks, together with the goodwill of the business symbolized thereby and past common law causes of action; and

WHEREAS, the parties hereto are desirous of executing a document for purposes of recordation at the United States Patent and Trademark Office recording title in and to the aforesaid Marks in the name of FABRICA DE PASTAS ALIMENTICIAS LA MODERNA S.A. DE C.V.

NOW, THEREFORE, for and in consideration of and in exchange for Ten (\$10.00) Dollars and other good and valuable consideration to it paid, the receipt and sufficiency of which are hereby acknowledged, said AMERICAN VALUE BRANDS, INC. hereby acknowledges and confirms its said transfer, and does hereby sell, assign, and transfer unto said FABRICA DE PASTAS ALIMENTICIAS LA MODERNA S.A. DE C.V. the entire right, title and interest in and to said Marks, including the trademark applications therefor, together with the goodwill of the business symbolized thereby and past common law causes of action, and further including, without limitation, all claims for damages by reason of past infringement and the right to sue for and the right to collect the same for its own use and behalf, and for the use and behalf of its successors, assigns, or legal representatives and the right to defend the Mark.

Dated May 6, 1998

