

07-27-1998

Docket No.:

FRD-301

Tab settings

To the Honorable Commissioner of Pat.

100775946

attached original documents or copy thereof.

MWD 7-6-98

1. Name of conveying party(ies):  
Produce Specialties, Inc.

Individual(s)                       Association  
 General Partnership               Limited Partnership  
 Corporation-State California  
 Other \_\_\_\_\_

Additional names(s) of conveying party(ies)       Yes  No

2. Name and address of receiving party(ies):  
Name: Frieda's, Inc.  
Internal Address: \_\_\_\_\_  
Street Address: 4465 Corporate Center Dr.  
City: Los Alamitos State: CA ZIP: 90720

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation-State California  
 Other \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic designation is  Yes  N  
 (Designations must be a separate document from Additional name(s) & address(es)  Yes  N

3. Nature of conveyance:  
 Assignment                               Merger  
 Security Agreement                       Change of Name  
 Other \_\_\_\_\_

Execution Date: June 25, 1998

4. Application number(s) or registration numbers(s):  
 A. Trademark Application No.(s) \_\_\_\_\_  
 B. Trademark Registration No.(s) 1,182,371

Additional numbers  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:  
 Name: Morland C. Fischer  
 Internal Address: \_\_\_\_\_  
 Street Address: 2030 Main Street  
Suite 1050  
 City: Irvine State: CA ZIP: 92614

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41): \$ 40.00  
 Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number: 08-1310

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01 FC:481 40.00 OP

DO NOT USE THIS SPACE

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.*

Morland C. Fischer                      Morland C Fischer                      June 29, 1998  
 Name of Person Signing                      Signature                      Date

Total number of pages including cover sheet, attachments and \_\_\_\_\_

TRADEMARK 3 915

TRADEMARK ASSIGNMENT

Produce Specialties, Inc., a corporation existing under the laws of the State of California (hereinafter "ASSIGNOR") has adopted, used and is using the trademark BY FRIEDA OF CALIFORNIA (hereinafter "TRADEMARK") for goods in International Class 31 as registered in the records of the United States Patent and Trademark Office on December 15, 1998 under Registration No. 1,182,371 (hereinafter "REGISTRATION").

Frieda's Inc., a corporation existing under the laws of the State of California and having a principal office at 4465 Corporate Center Drive, Los Alamitos, California 90720 (hereinafter "ASSIGNEE") is desirous of acquiring said TRADEMARK and said REGISTRATION therefor.

Now, therefore, to reflect a change in its name, the ASSIGNOR does hereby assign unto ASSIGNEE all right, title and interest in and to said TRADEMARK together with the good will of the business symbolized by said TRADEMARK along with said REGISTRATION therefor.

IN TESTIMONY WHEREOF, the ASSIGNOR, Produce Specialties, through its undersigned President, hereby executes this Assignment this 25 day of June, 1998.

6/25/98  
Dated

Karen B Caplan, President  
Karen Caplan