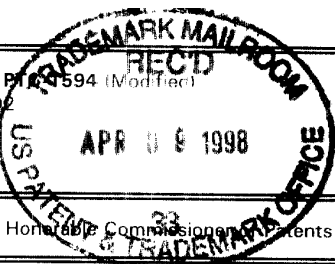


07-28-1998

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office



REC



Attorney Docket No.: 8443-GM

100777943

To the Honorable Commissioner of Patents and Trademarks, please return the attached original documents or copy thereof.

MRD 4-9-98
RE

1. Name of conveying party(ies):

Ferrara Bakery & Cafe, Inc.

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

G.E.A., Inc.
100 Cento Boulevard
Thorofare, NJ 08086

- Individual(s) citizenship:
- Association:
- General Partnership:
- Limited Partnership:
- Corporation-State: New Jersey
- Other:

If assignee is not domiciled in the U.S.A., a domestic representative designation is attached: Yes; No

(Designations must be a separate document from Assignment)

3. Nature of conveyance:

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

Execution Date: March 26, 1998

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

A. Trademark Application No.(s):

B. Trademark Registration No.(s):

1,428,649
863,600
267,634

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

Roberta Jacobs-Meadway, Esq.
PANITCH SCHWARZE JACOBS & NADEL, P.C.
One Commerce Square
2005 Market Street, 22nd Floor
Philadelphia, PA 19103-7086
Telephone: 215-567-2020
Facsimile: 215-567-2991

6. Total number of applications and registrations involved: 3

7. Total fee (37 CFR 3.41) Cal. 1 x \$40.00 = \$ 40.00
2 x \$25.00 = \$ 50.00

Authorized to be charged to deposit account

8. Deposit account number: 16-0235

05/05/1998 DCOATES 00000239 160235 1428649

DO NOT USE THIS SPACE

01 FC:481 40.00 CH
02 FC:688 50.00 CH

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.

Roberta Jacobs-Meadway

Name of Person Signing

Signature

April 7, 1998

Date

Total number of pages including cover sheet, attachments and document: 3

SCHEDULE A

<u>MARK</u>	<u>REGISTRATION NO.</u>	<u>ISSUE DATE</u>
LA FLORENTINE	1,428,649	February 10, 1987
LA FLORENTINE	863,600	January 14, 1969
FG LA FLORENTINE	267,634	February 25, 1930

ASSIGNMENT OF TRADEMARK

WHEREAS, FERRARA BAKERY & CAFE, INC. ("Assignor"), a New York corporation having an address of 195-201 Grand Street, New York, New York 10013, is the owner of the trademarks and registrations set forth in Schedule A attached hereto;

WHEREAS, G.E.A., INC. ("Assignee"), a New Jersey corporation having an address of 100 Cento Boulevard, Thorofare, New Jersey 08086, is desirous of acquiring all right, title and interest in and to the said trademarks and registrations therefor together with the goodwill of the business symbolized by the trademarks as set forth in Schedule A;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, and intending to be legally bound hereby, said Assignor hereby assigns to said Assignee all right, title and interest in and to the trademarks and the registrations therefor, together with the goodwill of the business symbolized by the said trademarks as set forth in Schedule A, and all rights to damages and profits, due or accrued, arising out of past infringements of said trademarks, and the right to sue for and recover the same.

FERRARA BAKERY & CAFÉ, INC.

(a New York Corporation)

By: *Alfred Lipore*

Name: *Alfred Lipore*

Title: *President*

Date: *March 26, 1998*