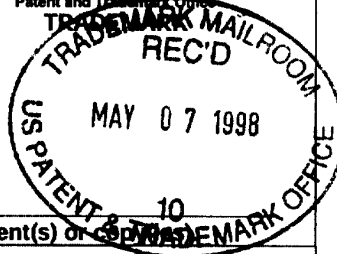


FORM PTO-1618A  
Expires 06/30/99  
OMB 0651-0027

09-02-1998

JUL 30 1998

U.S. Department of Commerce  
Patent and Trademark Office



100805550  
RECORDATION COVER SHEET  
TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) on CD-ROM.

**Submission Type**

New ☒   
Resubmission (Non-Recordation)   
Document ID #   
Correction of PTO Error   
Reel # Frame #   
Corrective Document   
Reel # Frame #

**Conveyance Type**

Assignment ☒ License   
Security Agreement Nunc Pro Tunc Assignment   
Effective Date   
Month Day Year   
Merger   
Change of Name   
Other

**Conveying Party**

Mark if additional names of conveying parties attached

Execution Date   
Month Day Year

Name Ventura Foods LLC, formerly Wilsey-Holsum Foods LLC

1998

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other Limited Liability Company

Citizenship/State of Incorporation/Organization Delaware

**Receiving Party**

Mark if additional names of receiving parties attached

Name Seville Imports, Inc.

DBA/AK/TA

Composed of

Address (line 1) 14840 E. Don Julian Road

Address (line 2) City of Industry, CA 91746

Address (line 3)

City State/Country   
Individual General Partnership Limited Partnership

Corporation ☒ Association

Other

Citizenship/State of Incorporation/Organization Delaware

Zip Code   
If document to be recorded is an   
assignment and the receiving party is   
not domiciled in the United States, an   
appointment of a domestic   
representative should be attached.   
(Designation must be a separate   
document from Assignment.)

FOR OFFICE USE ONLY

40E

05/22/1998 TTON11 00000236 1605793   
01 FC:481 40.00 OP

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:   
Commissioner of Patents and Trademarks, Box 5, Washington, D.C. 20231

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address** Area Code and Telephone Number

Name Susay Daly, Esq. (954) 462-2000

Address (line 1) Broward Financial Centre, Suite 1400

Address (line 2) 500 East Broward Blvd.

Address (line 3) Ft. Lauderdale, FL 33304

Address (line 4)

**Pages** Enter the total number of pages of the attached conveyance document including any attachments. # 2

**Trademark Application Number(s) or Registration Number(s)** Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

1,605,793

**Number of Properties** Enter the total number of properties involved. # 1

**Fee Amount** Fee Amount for Properties Listed (37 CFR 3.41): \$ 40.00

Method of Payment: Enclosed ☒ Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number: #

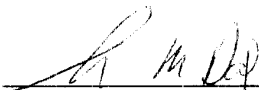
Authorization to charge additional fees: Yes No

**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. Charges to deposit account are authorized, as indicated herein.



Name of Person Signing



Signature

5/4/98

Date Signed

## ASSIGNMENT OF TRADEMARKS

**WHEREAS**, Ventura Foods, LLC., a Delaware limited liability company ("Ventura"), having its principal offices at 14840 E. Don Julian Road, City of Industry, CA 91746, has adopted, used, is using and is the owner of the following trademark now registered in the United States Patent and Trademark Office:

Trade Mark	Registration No.	Date of Registration
OLIVE GROVE	1,605,793	July 10, 1990

**WHEREAS**, Seville Imports, Inc., a Delaware Corporation ("Seville"), has succeeded to the business, assets and appurtenant goodwill of Ventura, solely with respect to Ventura's olive business;

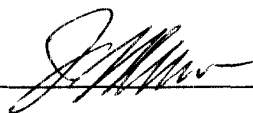
**NOW, THEREFORE**, in consideration of the sum of one dollar and other good and valuable consideration, the receipt of which is hereby acknowledged, Ventura hereby assigns to Seville all right, title and interest in the United States in and to said trademark and said registration therefor, together with the goodwill of the business symbolized by said trademark and the registration thereof.

All costs and recording fees incurred in recording this Assignment shall be borne by Seville.

Nothing in this Assignment shall be deemed to supersede any of the obligations, agreements, covenants or warranties of Ventura contained in that certain Asset Purchase Agreement of even date herewith between Ventura and Seville Imports, Inc. ("Purchase Agreement"); and this Assignment is made and accepted subject to all of the terms, conditions, representations and warranties set forth in the Purchase Agreement, all of which shall survive execution and delivery of this Assignment but only to the extent set forth in the Purchase Agreement.

Signed at City of Industry, California, this 1<sup>st</sup> day of April, 1998.

VENTURA FOODS, LLC

By: 

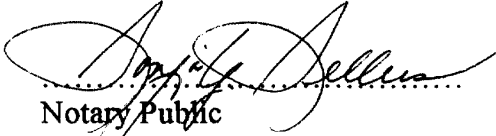
Name: Jack Davis

Title: President and Chief Executive Officer

STATE OF CALIFORNIA

COUNTY OF LOS ANGELES

On this 1<sup>st</sup> day of April, 1998, personally appeared Jack Davis, to me known and known to me to be President and chief Executive Officer of Ventura Foods, LLC, the assignor above named, and acknowledged that he executed the foregoing Assignment on behalf of its assignee Seville Imports, Inc. and pursuant to authority duly received.

  
Notary Public



WdchVACE-APA-T

RECORDED: 05/07/1998

TRADEMARK  
REEL: 1776 FRAME: 0240