

08-11-1999

FORM PTO-1594
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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

BW PROVISIONS, INC.

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

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

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

Name: BW PROVISION LLC

Internal Address:

Street Address: 16639 Gale Avenue

City: City of Industry State: CA ZIP: 91745

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other Delaware limited liability company

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

3. Nature of conveyance:

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

Execution Date: July 21, 1999

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

A. Trademark Application No.(s)

B. Trademark registration No.(s)

1,786,894

Additional numbers attached? Yes No

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

Name: Scott R. Miller

Internal Address:

Street Address: 300 South Grand Avenue

29th Floor

City: Los Angeles State: CA ZIP: 90071

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:

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

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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.

Charlotte Chen

Name of Person Signing

Signature

8/4/99

Date

Total number of pages comprising cover sheet: 3

ASSIGNMENT OF TRADEMARK

WHEREAS, BW Provisions, Inc., a California corporation, d.b.a. BW Provisions, with its principal place of business at 2350 East 48th Street, Vernon, California 90058 ("Assignor") has adopted, used and is using the registered mark "BEST IN THE WEST AND DESIGN" ("the Mark") in connection with the following goods: cheese, raw chicken parts, pastrami, roast beef and corned beef; and

WHEREAS, Assignor has registered the Mark on the Principal Register of the United States Patent and Trademark Office based on Assignor's use of the Mark in commerce and in connection with the above-described goods, Registration No. 1,786,894 registered on August 10, 1993; and

WHEREAS, BW Provisions LLC, a Delaware limited liability company ("Assignee"), is desirous of acquiring all rights in and to the Mark, together with the goodwill appurtenant thereto;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, grant, bargain, sell, transfer and deliver to Assignee all right, title and interest, in and to the Mark, together with the goodwill of the business symbolized by such mark, and to have and to hold the same unto Assignee.

IN WITNESS WHEREOF, Assignor has caused this instrument to be signed by its proper corporate officer this 21st day of July, 1999.

BW PROVISIONS, INC.
a California corporation

By: Ronald S. Margolis
Ronald S. Margolis,
Chief Financial Officer

STATE OF California)
) ss.
COUNTY OF Los Angeles)

On July 21, 1999, before me, the undersigned, personally appeared Ronald S. Margolis personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

Notary Public

Allen Lee Gilbert

