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

04-03-2000
U.S. Patent & TMOfc/TM Mail Rcpt Dt. #10

04-27-2000

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U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

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

Conveyance Type

- [x] Assignment
- [ ] License
- [ ] Security Agreement
- [ ] Nunc Pro Tunc Assignment
- [ ] Merger
- [ ] Change of Name
- [ ] Other

Effective Date Month Day Year

Conveying Party

[ ] Mark if additional names of conveying parties attached

Name: LA SALSA HOLDING CO.

Execution Date Month Day Year: 3-3-2000

Formerly:

[ ] Individual [ ] General Partnership [ ] Limited Partnership [x] Corporation [ ] Association

[ ] Other

[x] Citizenship/State of Incorporation/Organization: Delaware

Receiving Party

[ ] Mark if additional names of receiving parties attached

Name: LA SALSA, INC.

DBA/AKA/TA:

Composed of:

Address (line 1): 360 South Hope Avenue, Suite C300

Address (line 2):

Address (line 3): Santa Barbara (City) California (State/Country) 93105 (Zip Code)

[ ] Individual [ ] General Partnership [ ] Limited Partnership

[x] Corporation [ ] Association

[ ] Other

[ ] 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.)*

[x] Citizenship/State of Incorporation/Organization: Delaware

04/26/2000 DNGUYEN 00000229 75221206

FOR OFFICE USE ONLY

01 FC:481 40.00 OP
02 FC:482 450.00 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 Assignments, 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 (323) 782-7700

Name: Michael A. Painter, Esq.

Address (line 1): Isaacman, Kaufman & Painter

Address (line 2): 8484 Wilshire Blvd., Suite 850

Address (line 3): Beverly Hills, California 90211

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments. # 4

Trademark Application Number(s) or Registration Number(s)

[x] 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)		
75/221,208			1,522,842	1,331,404	1,645,652
75/514,634			1,517,380	1,352,247	1,652,067
			1,257,963	1,417,032	1,990,923

Number of Properties

Enter the total number of properties involved. # 19

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41): $ 490.00

Method of Payment: Enclosed [x] Deposit Account [x]

Deposit Account

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

Deposit Account Number: # 16-0070

Authorization to charge additional fees: Yes [x] 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.

Michael A. Painter		March 27, 2000
Name of Person Signing	Signature	Date Signed

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

RECORDATION FORM COVER SHEET
CONTINUATION
TRADEMARKS ONLY

U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

Conveying Party

Enter Additional Conveying Party

☐ Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name

Formerly

☐ Individual ☐ General Partnership ☐ Limited Partnership ☐ Corporation ☐ Association

☐ Other

☐ Citizenship State of Incorporation/Organization

Receiving Party

Enter Additional Receiving Party

☐ Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City State/Country Zip Code

☐ Individual ☐ General Partnership ☐ Limited Partnership

☐ Corporation ☐ Association

☐ Other

☐ Citizenship/State of Incorporation/Organization

☐ 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 the Assignment.)*

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)		
			2,009,794	2,278,606	
			2,205,808		
			2,074,620		
			2,142,545		
			2,151,398		
			2,190.028		
			2,230,016		

A S S I G N M E N T

WHEREAS, LA SALSA HOLDING CO., of 10474 Santa Monica Boulevard, Suite 300, Los Angeles, California 90025, is a corporation organized and existing under the laws of the State of Delaware, ("Assignor"), has adopted, used and registered the trademarks and/or filed applications in the United States as listed in the attached Schedule;

WHEREAS, LA SALSA, INC., of 360 South Hope Avenue, Suite C300, Santa Barbara, California 93105, a corporation organized under the laws of the State of Delaware, ("Assignee"), is desirous of acquiring said marks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, LA SALSA HOLDING CO. does hereby assign unto the said SANTA BARBARA RESTAURANT GROUP, all rights, title and interest in and to the said marks and registrations, together with the good will of the business symbolized by the marks.

LA SALSA HOLDING CO.

By: _____
Drew Simons
Vice President

Dated: **March 3, 2000**

MAP-LSI-3470

POWER OF ATTORNEY

Assignee hereby appoints MICHAEL A. PAINTER, ESQ. of ISAACMAN, KAUFMAN & PAINTER, A Professional Corporation, with offices at 8484 Wilshire Boulevard, Suite 850, Beverly Hills, California 90212, (323) 782-7700, with full power of substitution, the power of appointment of an associate attorney, and the power of revocation, to record this Assignment, to transact all business in the Patent and Trademark Office in connection therewith and to receive all documents.

LA SALSA, INC.

By: _____
Drew Simons
Vice President

Dated: **March 3, 2000**

MAP-LSI-3470

SCHEDULE OF TRADEMARKS

1. Registration No. 1,522,842 dated January 31, 1989 for the mark DESIGN OF MAN & KNIFE;

2. Registration No. 1,517,380 dated December 20, 1988 for the mark LA SALSA;

3. Registration No. 1,257,963 dated November 15, 1983 for the mark LA SALSA;

4. Registration No. 1,331,404 dated April 16, 1985 for the mark LA SALSA & DESIGN OF MAN AND KNIFE;

5. Registration No. 1,352,247 dated July 30, 1985 for the mark, THE TRADITION CONTINUES;

6. Registration No. 1,417,032 dated November 11, 1986 for the mark LA SALSA;

7. Registration No. 1,645,652 dated May 21, 1991 for the mark DESIGN OF MAN WEARING SOMBRERO;

8. Registration No. 1,652,067 dated July 23, 1991 for the mark THE ORIGINAL GOURMET BURRITO;

9. Registration No. 1,990,923 dated August 6, 1996 for the mark LA SALSA;

10. Registration No. 2,009,794 dated October 22, 1996 for the mark LA SALSA;

11. Registration No. 2,205,808 dated December 24, 1996 for the mark LA SALSA FRESH MEXICAN GRILL;

12. Registration No. 2,074,620 dated June 24, 1997 for the mark CALIFORNIAN "VEGGIE;"

13. Registration No. 2,142,545 dated March 10, 1998 for the mark LA SALSA FRESH MEXICAN GRILL & DESIGN;

14. Registration No. 2,151,398 dated April 14, 1998 for the mark LA SALSA;

15. Registration No. 2,190,028 dated September 29, 1998 for the mark FRESH MEXICAN GRILL;

16. Registration No. 2,230,016 dated March 9, 1999 for the mark THE ORIGINAL GOURMET BURRITO;

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17. Registration No. 2,278,606 dated September 21, 1999 for the mark ALWAYS FRESH ... ALWAYS FUN!;

18. Application No. 75/221,208 filed January 3, 1997 for the mark FRESH & HEALTHY AND DESIGN; and

19. Application No. 75/514,634 filed July 7, 1998 for the mark MARGARITAS BY THE YARD.

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