



TO THE ASSISTANT COMMISSIONER OF

101473533

attached original documents or copy thereof.

1. Name of conveying party(ies):

Coast Business Credit

- Individual
- Association
- General Partnership
- Limited Partnership
- Corporation - California
- Other:

9-29-00

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

2. Name and address of receiving party:

**Name:** Grande Foods  
**Internal Address:**  
**Street Address:** 671 North Poplar  
**City:** Orange **State:** California **ZIP:** 92668

- Individual
- Association
- General Partnership
- Limited Partnership
- Corporation - California
- Other:

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) and address(es) attached?

Yes  No

3. Nature of conveyance:

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

Execution Date: May 23, 2000

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

- a. Trademark Application No(s):
- b. Trademark Registration Nos:  
1,829,935; 968,310; 1,833,441; 1,249,511;  
1,386,210; 876,659; 767,659; 1,662,647

Additional numbers attached?  Yes  No

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

**Name:** Jeffrey L. Van Hooser  
KNOBBE, MARTENS, OLSON & BEAR, LLP  
**Customer No.** 20,995  
**Internal Address:** Sixteenth Floor  
**Street Address:** 620 Newport Center Drive  
**City:** Newport Beach **State:** CA **ZIP:** 92660  
**Attorney's Docket No.:** GFOODS.005GEN

7. Total fee (37 CFR 3.41): \$215

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: 11-1410

Please charge this account for any additional fees which may be required, or credit any overpayment to this account.

6. Total number of registrations involved: Nine (9) trademark registrations

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.

Diane M. Reed  
Name of Person Signing

Signature

9/15/00  
Date

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

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks  
Box Assignments  
Washington, D.C. 20231

09/27/2000 MTHAI1 00000166 1825535

01 FC:481 40.00 UP  
02 FC:485 SELASEL-1180.DOC 175.00 UP  
072100

**TRADEMARK ASSIGNMENT**

**WHEREAS, COAST BUSINESS CREDIT, a division of SOUTHERN PACIFIC BANK, a California corporation, with an address at 12121 Wilshire Blvd., Ste. 1400, Los Angeles, California 90025, in its capacity as secured creditor of GRANNY GOOSE FOODS, INC. ("Assignor"), in furtherance of its foreclosure of certain assets pursuant to California Commercial Code Section 9504, has rights in and to certain trademarks, service marks, trade names and logos used or adopted in or in connection with the business of Assignor, and all derivative, related and combined marks, together with the goodwill of the business symbolized thereby, including without limitation the trademarks and trademark applications identified on Exhibit "A" attached hereto (collectively, the "Marks").**

**WHEREAS, GRANDE FOODS, INC., a California corporation, with an address at 671 Poplar Street, Orange, California 92668 ("Assignee"), is desirous of acquiring all of Assignor's right, title and interest in and to the Marks.**

**NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor pursuant, and subject to, the terms of a Bill of Sale of even date from Assignor to Assignee, quitclaims, without warranty or recourse of any kind, to Assignee, and Assignee's successors and assigns, Assignor's entire right, title, and interest, if any, in and to the Marks, together with the goodwill of the business associated therewith, all common law and statutory right, title and interest in the Marks, all rights of registration, maintenance, renewal and protection thereof, and all rights of recovery and of legal action for past infringements and of opposition and/or cancellation proceedings for protection of the Marks. Assignor hereby authorizes Assignee, its successors and assigns to the fullest extent permitted by applicable law, to file in its own name applications for trademark and/or service mark registration in the United States and in foreign countries in connection with the Marks, and to secure in its own name the registrations granted thereon.**

**IN WITNESS WHEREOF, Assignor has duly executed this trademark Assignment on this 23rd day of May, 2000.**

**COAST BUSINESS CREDIT, a division of  
SOUTHERN PACIFIC BANK**

BY: 

NAME: RICHARD T. GOMEZ  
TITLE: SENIOR VICE PRESIDENT

**EXHIBIT "A"**

**MARKS**

<b><u>Trademark</u></b>	<b><u>Registration Number</u></b>	<b><u>Country</u></b>
Mamacita's (reg. may be canceled)	1,829,935	USA
La Famous	968,310	USA
El Dorado (reg. may be canceled)	1,833,441	USA
El Dorados (reg. may be canceled)	1,567,406	USA
Bocaditos	1,249,511	USA
Compadres	1,386,210	USA
Fiestas	876,659	USA
Krazy Korn	767,659	USA
Padrinos and Design	1,662,647	USA
Krazy Korn	5784	California
Krazy Korn	34199	California

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BRJ - 05/24/00-3