

08-03-2001



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7-30-01

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

- 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

Name

Execution Date  
Month Day Year

Formerly

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other
- Citizenship/State of Incorporation/Organization

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 Assignment.)

08/03/2001 ANNED1 00000058 110978 76155537  
01 FC:481 40.00 CH

FOR OFFICE USE ONLY

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

TRADEMARK  
REEL: 002339 FRAME: 0310

**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

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

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

**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)**

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

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

Method of Payment: Enclosed  Deposit Account

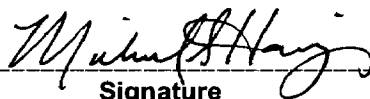
Deposit Account (Enter for payment by deposit account or if additional fees can be charged to the account.)  
Deposit Account Number: #

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.

Michael S. Hargis, Reg. No. 42,631



7/26/01

Name of Person Signing

Signature

Date Signed

18 DECEMBER DATED  
2000

(1) <sup>7</sup>WHATIF HOLDINGS LIMITED

- and -

(2) THE LITTLE BIG FOOD COMPANY LIMITED

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TRADE MARK ASSIGNMENT

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## BETWEEN

- (1) <sup>JK</sup> **WHAT, IF HOLDINGS LIMITED** a company registered in England and Wales (registration number 3745474) whose registered office is at The Glassworks, 3/4 Ashland Place, London W1M 3JH ("Assignor"); and
- (2) **THE LITTLE BIG FOOD COMPANY LIMITED** a company registered in England and Wales (registration number 4048318) whose registered office is at 1 Conduit Street, London W1R 9TG ("Assignee")

## RECITALS

- A The Assignor is the proprietor and beneficial owner of the trade mark applications ("Unregistered Trade Marks") set out in the schedule hereto.
- B The Assignor has not used the Unregistered Trade Marks in its business.

## ASSIGNMENT

1. In consideration of the sum of £5,000 now paid by the Assignee to the Assignor (receipt of which the Assignor acknowledges) the Assignor as beneficial owner hereby assigns the benefit of the application for registration of the Unregistered Trade Marks together with the benefit of any registration which may be granted pursuant thereto to the intent that upon registration the Assignee shall be entered as registered proprietor of the relevant Trade Marks and all and any rights the Assignor has in the name "The Little Big Food Company" to the Assignee.
2. The Assignor undertakes, at the request and expense of the Assignee, to do all acts and execute all documents which may be necessary to confirm the title of the Assignee to the Unregistered Trade Marks and to give such assistance to the Assignee to complete the applications for the Unregistered Trade Marks as the Assignee shall reasonably request.
3. IT IS HEREBY CERTIFIED that this transaction does not form part of the larger transaction or series of transactions in respect of which the amount or value or the aggregate amount or value of the consideration involved exceeds £60,000 (sixty thousand pounds).

## SCHEDULE

EN-31 - fresh fruits, vegetables  
and herbs, all other goods in  
this class

001933456 As UK above. 26/10/2000 European Union

855198 As UK and European Union 27/10/2000 Australia  
above.

76155537 IC 030, US 046. G&S: staples 27/10/2000 USA  
foods, coffee, tea, cocoa,  
sugar, rice, tapioca, sago,  
artificial coffee, flour and  
preparations made from  
cereals, bread, pastry and  
confectionery; ices; honey,  
treacle; yeast, baking-powder;  
salt, mustard; vinegar, sauces  
(condiments); cakes, custard;  
pasta; pies; meat pies; pizzas;  
puddings; rice; spaghetti;  
spices; prepared meals; snack  
foods prepared meals or  
snacks, made wholly or  
principally from the aforesaid  
goods.

IC 031, US 001 046. G&S:  
natural agricultural products;  
fresh fruits, vegetables and  
herbs

IC 029, US 046. G&S: meats  
and processed foods; meat,  
fish, poultry and game;  
preserved, dried and cooked  
fruits and vegetables; jellies,

jams, fruit sauces; eggs, milk  
and milk products; edible oils  
and fats; prepared meals, snack  
foods, prepared meals or  
snacks, made wholly or  
principally from the aforesaid  
goods

AS WITNESS the hands of duly authorised officers of the parties hereto the day and year first  
above written.

*AK.*

SIGNED by **D. ALLAN** for and on behalf of  
**WHAT IF! HOLDINGS LIMITED** in the  
presence of:

*D. Allan*

*SA WATSON SA. WATSON Job: PA to directors  
13a Bryanston Mans East, London, W1H 7FH*

SIGNED by **A. RISSO** for and on behalf of **THE  
LITTLE BIG FOOD COMPANY LIMITED** in  
the presence of:

*A. RISSO - GR*

*SA WATSON SA. WATSON Job: PA to directors  
13a Bryanston Mans East, London, W1H 7FH*