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RECORDATION FORM COVER SHEET TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

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

1. Name of conveying party(ies): Alimentos Matre, S.A. de C.V. Individual(s) Association General Partnership Limited Partnership Corporation-State Other Sociedad Anónima Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies) Name: Essinger Holding, LLC Internal Address: Street Address: 25 Greystone Manor City: Lewes State: DE Zip: 19958 Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State Other 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 Merger Security Agreement Change of Name Other Execution Date: November 19, 2001

4. Application number(s) or registration number(s): 13 A. Trademark Application No.(s) B. Trademark Registration No.(s) Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Cristina A. Carvalho Internal Address: Arent Fox Kintner Plotkin & Kahn, PLLC Street Address: 1050 Connecticut Ave, NW City: Washington State: DC Zip: 20036

6. Total number of applications and registrations involved: 13 7. Total fee (37 CFR 3.41): \$ 340.00 Enclosed Authorized to be charged to deposit account 8. Deposit account number: 01-2300 (Attach duplicate copy of this page if paying by deposit account)

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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. Cristina A. Carvalho Signature November 27, 2001 Date

Total number of pages including cover sheet, attachments, and document: 5

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignment Washington, D.C. 20231

Recordation Form Cover Sheet Attachment

A. Trademark Application No.(s):

76/302375

B. Trademark Registration No.(s):

1703564

1745954

1761437

1874785

1877193

2011255

2019096

2056867

2097632

2106928

2126130

2263284

ASSIGNMENT OF TRADEMARKS

Whereas Alimentos Matre, S.A. de C.V. ("Assignor"), a corporation organized and existing under the laws of the Mexico, is the owner of all rights, title and interest in and to the trademarks, trademark applications and registrations which are registered in the United States Patent and Trademark Office, as listed in Schedule I attached hereto; and

Whereas Essinger Holding, LLC ("Assignee"), a limited liability company organized and existing under the laws of the State of Delaware, United States of America, is desirous of acquiring said trademarks, the applications and registrations thereof and the goodwill of the business pertaining thereto;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto the said Assignee all right, title and interest in and to the said trademarks, and corresponding applications and registrations, together with the goodwill of the business symbolized by the trademarks, and the identified applications and registrations thereof.

Alimentos Matre, S.A. de C.V.

Date: November 19, 2001

By: _____

Hector Manuel Gonzalez Perez
Attorney-in-Fact

Schedule 1

United States

Registration/Application No.	Trademark	Class
1703564	LUCAS & Design	30
1745954	LUCAS & Design	30
1761437	LUCAS & Design	25
1874785	LUCAS	30
1877193	Design Only	30
2011255	Design Only	30
2019096	RED CHILY & Design	30
2056867	Design Only	30
2097632	CRAZY HAIR	30
2106928	FELIX & Design	30
2126130	FELIX	30
2263284	PULPADIP	30
76/302375	CRAZY MIX	30