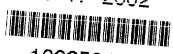
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U.S. DEPARTMENT OF COMMERCE

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Patent and Trademark Office

To the Honoratic Rock Science of Patents and Trademarks:	Please record the attached original documents or copy thereof.
1. Name of conveying party(ies):	2. Name and address of receiving party(ies):
JUGOS DEL VALLE, S.A. DE C.V. 10-8-02	ame: Comercializadora Val Vita, S.A. de C.V.
	Internal Address:
Individual(s) Association	Street Address: . KM 117 Carretera Ensenada la Paz.
General Partnership Limited Partnership	Ejido Chapultepec, Ensenada Baja California Norte
X Corporation - State- MEXICO	City:_ State: ZIP:
Other	Individual(s) citizenship _
Add'! name(s) of conveying party(ies) attached?_Yes XX No	Association
	Limited Partnership _
	X Corporation - State Mexico
3. Nature of conveyance: X Assignment Merger	If assignee is not domiciled in the United States, a domestic representative designation is attached:YesNo
Security Agreement Change of Name	(Designations must be a separate document from Assignment)
Other	Additional name(s) & address(es) attached?Yes XX No
Execution Date: SEPTEMBER 9, 2002	
4. Application number(s) or registration number(s):	
A. Trademark Application No.(s) 76/019,116	B. Trademark Registration No.(s)
A. Trademark Application 110.(8)	
Additional numbers attached? Yes XX No	
5. Name and address of party to whom correspondence concerning document should be mailed:	6. Total number of applications and registrations involved: one
Name: ERIC S. HYMAN	
Internal Address:	7. Total fee (37 CFR 3.41)\$ 40.00
BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN	X Enclosed X Authorized to be charged to deposit account
Street Address: 12400 Wilshire Boulevard	8. Deposit account number:
Seventh Floor	02-2666
City: Los Angeles State: CA ZIP: 90025	
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.	
ERIC S. HYMAN Signatur	Date
Total number of pages including cover sheet, attachments, and document: 2	
76019116	

TRADEMARK
REEL: 002600 FRAME: 0107

ASSIGNMENT

WHEREAS, Jugos del Valle, S.A. de C.V., a corporation organized under the laws of Mexico, having a place of business at Ave. Insurgentes No. 30, Barrio de Texcacoa, Municipio de Tepozotlan, Edo. de Mexico, Mexico (hereinafter called the "Assignor"), is the owner of the Trademark Application "NANA MARY" for sauces, namely, hot sauces and tomato sauces, corresponding U.S. Trademark Application No. 76/019,116 filed on April 5, 2000.

WHEREAS, Comercializadora Val Vita, S.A. de C.V., a corporation organized under the of Mexico. having of laws а place business at KM 117 Carretera Ensenada la Paz, Ejido Chapultepec, Ensenada Baja California Norte (hereinafter called the Assignee) is desirous of acquiring from said Assignor the entire right, title and interest in and to the Trademark Application "NANA MARY" together with the goodwill of the business pertaining thereto and corresponding United States application thereof, and the assignor is willing to assign "NANA MARY" Trademark Application, associated goodwill and corresponding United States application to Assignee.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and adequacy of which Assignor hereby acknowledges, Assignor does hereby sell, assign and transfer unto the Assignee, its entire right, title and interest in and to the aforesaid Trademark Application, together with the goodwill of the business pertaining thereto and corresponding U.S. Application 76/019,116 filed on April 5, 2000.

IN WITNESS WHEREOF, Assignor has executed this assignment on the $\frac{9 \text{ th}}{2}$ day of September 2002.

JUGOS DEL VALLE, S.A. DE C.V.

"Assignor"

By:

Mr. Manuel E. Albarrán-Campillo

Legal Representative / International Development Manager

COMERCIALIZADORA VAL VITA, S.A. DE C.V.

"Assignee"

By:

Laura Valtierra León

RECORDED: 10/08/2002

Legal Representative / Legal Manager

TRADEMARK REEL: 002600 FRAME: 0108