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12-06-2002

Form PTO-1594
(Rev. 03/01)
OMB No. 0651-0027 (exp. 5/31/2002)
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U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

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

1. Name of conveying party(ies):

River Ranch Fresh Foods-Salinas, Inc.

- Individual(s)
- General Partnership
- Corporation-State
- Other _____
- Association
- Limited Partnership

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

3. Nature of conveyance:

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

Execution Date: 06/18/2002

2. Name and address of receiving party(ies)

Name: River Ranch Fresh Foods, LLC

Internal

Address: _____

Street Address: 1156 Abbott Street

City: Salinas State: CA Zip: 93901

- 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

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

A. Trademark Application No.(s) _____

B. Trademark Registration No.(s) _____

See continuation page

Additional number(s) attached Yes No

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

Name: F. David LaRiviere

Internal Address: _____

LaRiviere, Grubman & Payne, LLP

Street Address: One Lower Ragsdale Drive

P.O. Box 3140

City: Monterey State: CA Zip: 93942

6. Total number of applications and registrations involved: _____

9

7. Total fee (37 CFR 3.41).....\$ 240.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: _____

DO NOT USE THIS SPACE

9. Signature.

F. David LaRiviere

Name of Person Signing

Signature

10-10-02

Date

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

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

12/06/2002 GTDN11 00000020 73709648

01 FC:8521
02 FC:8522

40.00 DP
200.00 DP

TRADEMARK
REEL: 002629 FRAME: 0175

Item 4. Application numbers or registration numbers (continued from page 1)

Registration Numbers	Serial Numbers	Our Docket Numbers
1,515,386	73/709,648	LGT007
1,954,726	74/631,369	LGT085
1,250,628	73/364,674	LGT137
1,523,718	73/725,800	LGT660
2,084,781	75/022,438	LGT662
	76/313,317	LGT773
	76/323,013	LGT779
	76/323,012	LGT780
	76/358,701	LGT825

Express Mail" mailing label number: EV172275078US

Date of Deposit: October 10, 2002

I hereby certify that this paper or fee is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to the Commissioner for Trademarks, 2900 Crystal Drive, Arlington, VA 22202-3513.

Typed or Printed Name of Person Mailing Paper or Fee: LINDA GANTRELL

Signature: *Linda Gantrell*

TRADEMARK

Docket Nos.: LGT137, LGT660, LGT662

**IN THE
UNITED STATES PATENT AND TRADEMARK OFFICE**

APPLICANT: RIVER RANCH FRESH FOODS-SALINAS, INC.

REGISTRATION NO.: 1,250,628
MARK: RIVER RANCH, in INTERNATIONAL CLASS 31

REGISTRATION NO.: 1,523,718
MARK: BIG CHIEF (stylized), in INTERNATIONAL CLASS 31

REGISTRATION NO.: 2,084,781
MARK: RIVER RANCH, in INTERNATIONAL CLASS 31

Commissioner for Trademarks
2900 Crystal Drive
Arlington, VA 22202-3513

SUBSTITUTE POWER OF ATTORNEY

Dear Madam:

River Ranch Fresh Foods-Salinas, Inc., owner of the above-referenced trademark application, hereby revokes any and all previous Powers of Attorney given with reference to this application and appoints:

F. David LaRiviere, Robert W. Payne, Victor Flores, Elisabeth S. Sussex, May Lin DeHaan, Matthew A. Powelson, James Schroeder, and Don Mollick of LaRiviere, Grubman & Payne, One Lower Ragsdale Drive, Building 1, Suite 130, P.O. Box 3140, Monterey, CA 93942-3140, (831) 649-8800, as our attorneys/agents to prosecute said application, and to transact all business in the Patent and Trademark Office connected herewith.

Oct 4 2002
Date

James V. Lucas
James V. Lucas
President and Chief Executive Officer

**TRADEMARK
REEL: 002629 FRAME: 0177**

"Express Mail" mailing label number: EV172275078US

Date of Deposit: October 10, 2002

I hereby certify that this paper or fee is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" services under 37 C.F.R. 1.10 on the date indicated above and is addressed to BOX ASSIGNMENTS, Assistant Commissioner for Trademarks, 2900 Crystal Drive, Arlington, Virginia 22202-3513.

Typed or Printed Name of Person Mailing Paper or Fee: LINDA MARSH

Signature: [Handwritten Signature]

TRADEMARK

Docket Nos.:

LGT007, LGT085, LGT137, LGT660, LGT662, LGT773, LGT779, LGT780, LGT825

**IN THE
UNITED STATES PATENT AND TRADEMARK OFFICE**

- ASSIGNEE:** RIVER RANCH FRESH FOODS, LLC
- REGISTRATION NO.:** 1,515,386
- MARK:** FreshHold, in INTERNATIONAL CLASS 17
- REGISTRATION NO.:** 1,954,726
- MARK:** FRESH HOLD, in INTERNATIONAL CLASS 17
- REGISTRATION NO.:** 1,250,628
- MARK:** RIVER RANCH, in INTERNATIONAL CLASS 31
- REGISTRATION NO.:** 1,523,718
- MARK:** BIG CHIEF (stylized), in INTERNATIONAL CLASS 31
- REGISTRATION NO.:** 2,084,781
- MARK:** RIVER RANCH, in INTERNATIONAL CLASS 31
- SERIAL NO.:** 76/313,317
- MARK:** FIELD SELECT, in INTERNATIONAL CLASS 29
- SERIAL NO.:** 76/323,013
- MARK:** FRESHHOLD and Design, in INTERNATIONAL CLASS 29
- SERIAL NO.:** 76/323,012
- MARK:** ASSURES FRESHNESS NATURALLY FRESHHOLD BREATHABLE SEAL and Design, in INTERNATIONAL CLASS 29
- SERIAL NO.:** 76/358,701
- MARK:** MISCELLANEOUS DESIGN (Field Lady), in INTERNATIONAL CLASS 31

BOX ASSIGNMENTS
Commissioner for Trademarks
2900 Crystal Drive
Arlington, VA 22202-3513

TRANSMITTAL LETTER



ASSIGNMENT

Whereas, River Ranch Fresh Foods-Salinas, Inc. ("Assignor"), a Delaware Corporation, with offices at 1156 Abbott Street, Salinas, CA 93901, U.S.A., has adopted, used, and is using the trademarks listed on Exhibit A, attached hereto and incorporated by reference, which are registered and/or applications to register which are pending in the United States Patent and Trademark Office; and

Whereas, River Ranch Fresh Foods, LLC ("Assignee"), a Delaware Limited Liability Company, with offices at 1156 Abbott Street, Salinas, CA 93901, U.S.A., is desirous of acquiring said trademarks and registrations and/or pending applications.

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title, and interest in and to said trademarks, together with the associated goodwill and said registrations and/or pending applications.

RIVER RANCH FRESH FOODS-SALINAS, INC.

Dated: Oct 4 2002

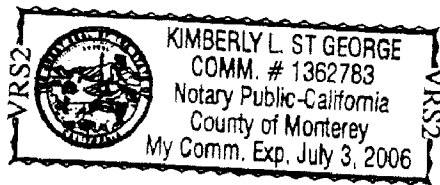
By: _____


James I. Lucas
President and Chief Executive Officer

STATE OF CALIFORNIA)
) ss.
COUNTY OF Monterey)

On Oct 4 2002 before me, Kimberly L. St George, a Notary Public for the State, personally appeared JAMES I. LUCAS, personally known to me (~~or proved to me on the basis of satisfactory evidence~~) to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/~~she/they~~ executed the same in his/~~her/their~~ authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.



(Notary Seal)

Kimberly L. St George
Notary Public

RIVER RANCH FRESH FOODS - SALINAS, INC.
TRADEMARK PORTFOLIO

DKT. NO.	CTY	STATUS	CLASS	APP. NO.	APP. DATE	REG. NO.	REG. DATE	EXP. DATE	MARK
LGT007	USA	REGISTERED	IN 17	73/709,648	02/05/88	1,515,386	12/06/88	12/06/08	FreshHold
LGT085	USA	REGISTERED	IN 17	74/631,369	02/08/95	1,954,726	02/06/96	02/06/06	FRESH HOLD
LGT137	USA	REGISTERED	IN 31	73/364,674	05/14/82	1,250,628	09/06/83	09/06/03	RIVER RANCH
LGT660	USA	REGISTERED	IN 31	73/725,800	05/02/88	1,523,718	02/07/89	02/07/09	BIG CHIEF (stylized)
LGT662	USA	REGISTERED	IN 31	75/022,438	11/20/95	2,084,781	07/29/97	07/29/07	RIVER RANCH
LGT773	USA	FILED CASE	IN 29	76/313,317	09/11/01				FIELD SELECT
LGT779	USA	FILED CASE	IN 29	76/323,013	10/05/01				FRESHHOLD and Design
LGT780	USA	FILED CASE	IN 29	76/323,012	10/05/01				ASSURES FRESHNESS
									NATURALLY FRESHHOLD
									BREATHABLE SEAL and Design
LGT825	USA	FILED CASE	IN 31	76/358,701	01/14/02				MISC. DESIGN (Field Lady)

RECORDED: 10/15/2002

TRADEMARK
REEL: 002629 FRAME: 0182