

04-21-2003



Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002) Tab settings

REC T

102425107

J.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):

4-17-03

BW PROVISION LLC

- Individual(s) Association General Partnership Limited Partnership Corporation-State Other Delaware limited liability company

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

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date: 04/01/2003

2. Name and address of receiving party(ies)

Name: Metropolitan Provisions Holding II LLC

Internal

Address:

Street Address: 16639 Gale Avenue

City: City of Industry State: CA Zip: 91745

- Individual(s) citizenship U.S. Association General Partnership Limited Partnership Corporation-State Other Delaware 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) 1,786,894

Additional number(s) attached Yes No

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

Name: Riordan & McKinzie

Internal Address: Diane M. Lambillotte, Esq.

Street Address: 300 South Grand Avenue, 29th Floor

City: Los Angeles State: CA Zip: 90071

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41) \$ 40.00

- Enclosed Authorized to be charged to deposit account

8. Deposit account number:

50-1367

DO NOT USE THIS SPACE

9. Signature.

Diane M. Lambillotte Name of Person Signing

Signature

04/11/2003 Date

Total number of pages including cover sheet, attachments, and document: 6

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

4/18/03 13 610N11 00000157 501367 1786894

(1) FC: 1 40.00 CH

TRADEMARK REEL: 002715 FRAME: 0142

TRADEMARK ASSIGNMENT

WHEREAS, BW Provision LLC, a Delaware limited liability company, with its principal place of business at 16639 Gale Avenue, City of Industry, California 91745 ("Assignor"), has adopted, owns and is using the mark BEST IN THE WEST & Design (the "Mark"); and

WHEREAS, Assignor owns a federal registration for the Mark on the Principal Register of the United States Patent and Trademark Office, Registration No. 1,786,894, for "cheese, raw chicken parts, pastrami, roast beef and corned beef," registered on August 10, 1993 (the "Registration"); and

WHEREAS, Metropolitan Provisions Holding II LLC, a Delaware limited liability company, with its principal place of business at 16639 Gale Avenue, City of Industry, California 91745 ("Assignee"), desires to acquire the Mark, the above-referenced Registration and accompanying goodwill in connection with the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee all

