

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hero		11/06/2003	CORPORATION: SWITZERLAND

RECEIVING PARTY DATA	
Name:	Juver Alimentacion, S.A.
Street Address:	Cuesta Pineiro, 40
City:	Chorra Cabezo De Torres (Murcia)
State/Country:	SPAIN
Postal Code:	30110
Entity Type:	CORPORATION: SPAIN

PROPERTY NUMBERS Total: 2		
Property Type	Number	Word Mark
Registration Number:	2718782	ON
Registration Number:	2715309	OFF

CORRESPONDENCE DATA	
Fax Number:	(212)387-0167
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Email:	aparedes@tmcounselors.com
Correspondent Name:	Mark I. Peroff
Address Line 1:	915 Broadway, 19th Floor
Address Line 4:	New York, NEW YORK 10010

ATTORNEY DOCKET NUMBER:	139.0852
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DOMESTIC REPRESENTATIVE	
Name:	Mark I. Peroff
Address Line 1:	915 Broadway, 19th Floor
Address Line 4:	New York, NEW YORK 10010

NAME OF SUBMITTER:	Andrew T. Paredes
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OP \$65.00 2718782

Total Attachments: 2
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POWER OF ATTORNEY

Applicant appoints Mark I. Peroff, Keith E. Danish, Jacqueline M. Stelling and Andrew T. Paredes, each a member of the Bar of the State of New York, Darren W. Saunders, a member of the Bar of the States of Connecticut and New York, Keith A. Weltsch, a member of the Bar of the State of Maryland, and all other members of the Bar of State of New York in the Firm of Trademark & Patent Counselors of America, P.C., 915 Broadway, New York, New York 10010-7108, (212) 387-0247, its attorneys, to prosecute this application to register with full powers of substitution and revocation, to transact all business in the Patent & Trademark Office in connection therewith, and to receive the Certificate of Registration. Please address all correspondence in this matter to the attention of: **Mark I. Peroff, Esq.**

APPOINTMENT OF DOMESTIC REPRESENTATIVE

Trademark & Patent Counselors of America, P.C., is also hereby designated as the aforementioned company's representative upon whom notices or process in proceedings affecting the mark may be served, in connection with all existing and future trademark registrations and applications of our company.

Please address all correspondence in this matter to the attention of:

Mark I. Peroff, Esq.
Trademark & Patent Counselors of America, P.C.
915 Broadway, 19th Floor
New York, New York 10010-7108

JUVER ALIMENTACION, S.A.

By: _____

Name:

Title: Appointed Officers

Date: 4 December, 2003

Angel Sanchez

Jose Hernandez

**TRADEMARK
REEL: 002776 FRAME: 0813**

ASSIGNMENT

WHEREAS, HERO, a Swiss Corporation having a place of business at 5600 LENZBURG (Switzerland), (hereinafter called "the Assignor") owns and has used in its business certain trademark which have been as follows:

<u>Trade Mark</u>	<u>Class</u>	<u>Date</u>	<u>Number</u>
OFF	29, 30, 31, 32 & 33	13 May, 2003	2.715.309
ON	29, 30, 31, 32 & 33	27 May, 2003	2.716.782

and;

WHEREAS, JUVER ALIMENTACION, S.A. a Spanish Corporation and having a place of business at *Cuesta Piñeiro, 40 / 30110 Chorra Cabezo de Torres (Murcia), Spain*, (hereinafter called "the Assignee") is desirous of acquiring the entire right, title and interest in and to the said trademark and in and to any registrations, renewals and extensions that may be granted thereon, together with the goodwill of the business connected therewith;

THEREFORE, BE IT KNOWN that for and consideration of the sum of One Dollar (\$1.00) to it in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor does hereby assign, and transfer unto the said Assignee, its successors or assigns, the entire right, title and interest in and to the said trademark applications, and in and to any registrations, renewals and extensions that may be granted thereon, together with the goodwill of the business connected therewith and any right to recover for past infringement thereof.

DATED:

November 6, 2003

BY:

Name:

HERO

Title:

