

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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
Tia Rosa Bakery of Ohio, Inc.		05/03/2004	CORPORATION: OHIO

RECEIVING PARTY DATA	
Name:	La Fronteriza, LLC
Street Address:	5005 S. Nagle
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60638
Entity Type:	limited liability company: OHIO

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	1393460	LA FRONTERIZA

CORRESPONDENCE DATA	
Fax Number:	(312)444-9027
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	312-855-4605
Email:	lrothstein@chuhak.com
Correspondent Name:	Lisa A. Rothstein, Chuhak & Tecson, P.C.
Address Line 1:	30 S. Wacker Drive
Address Line 2:	Suite 2600
Address Line 4:	Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER:	14312/27274
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NAME OF SUBMITTER:	Lisa A. Rothstein
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Total Attachments: 2
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OP \$40.00 1393460

TRADE NAME AND TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is effective as of the 3rd day of May, 2004 between Tia Rosa Bakery of Ohio, Inc., an Ohio corporation ("ASSIGNOR") and La Fronteriza, LLC, an Ohio limited liability company ("ASSIGNEE").

WHEREAS, ASSIGNOR has adopted, used and has not abandoned the trade name and trademark LA FRONTERIZA and is the owner of U.S. Federal Trademark Registration No. 1,393,460 for the mark LA FRONTERIZA (collectively, hereinafter "Mark"); and

WHEREAS, ASSIGNEE is acquiring certain assets from ASSIGNOR, and thereby becoming the successor to, the portion of ASSIGNOR'S business to which the Mark pertains, which business is ongoing and existing; and

WHEREAS, ASSIGNEE is desirous of acquiring said Mark, and the goodwill of the business associated therewith; and

WHEREAS, in light of the foregoing, the parties acknowledge that this Assignment is intended to effectuate an assignment to ASSIGNEE of all rights in and to the said Mark, and the goodwill of the business associated therewith.

NOW, THEREFORE, in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR does hereby assign and transfer to ASSIGNEE, its successors and assigns, all rights, title and interest in the Mark (including any and all registrations therefor), together with the goodwill of the business symbolized by said Mark, the right to secure registrations for the Mark in all countries, all of the foregoing to be held and enjoyed by ASSIGNEE for its own use and for the use of its successors, assigns or other legal representatives, together with all of the income, royalties, damages and payments now or hereafter due or payable with respect thereto and the right to sue and recover damages by reason of past, present and future infringement of the rights assigned under this Assignment with the right to sue for and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns and other legal representatives, as fully and entirely as the same would have been held and enjoyed by ASSIGNOR if this transfer to ASSIGNEE had not been made.

ASSIGNEE'S authority hereunder shall include, without limitation, the authority to execute and receive any certificate of ownership or other document to transfer title to the Mark assigned pursuant to this Assignment, and to take any other actions necessary or incident to the powers granted to ASSIGNEE in this Assignment.

This instrument shall inure to the benefit of ASSIGNEE and its successors and assigns and shall be binding upon ASSIGNOR and its successors and assigns.

TIA ROSA BAKERY OF OHIO, INC.

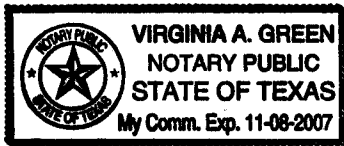
By: Gregory D. Stehr
Name: Gregory D. Stehr
Title: Vice President - Human Relations / Legal

STATE OF Texas
COUNTY OF Tarrant

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Greg Stehr, personally appeared before me, and being first duly sworn declared that he signed the assignment in the capacity designated, and further states that he has read the above Assignment, and the statements therein contained are true.

SUBSCRIBED AND SWORN TO before me this 29 day of April, 2004.



Virginia A. Green
Notary Public in and for the State of Texas

My Commission Expires:

11/08/2007

Virginia A. Green
Printed Name