

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
ZUCRUM INTERNATIONAL INC.		01/12/2005	CORPORATION: ARIZONA

RECEIVING PARTY DATA

Name:	ZUCRUM FOODS, L.L.C.
Street Address:	772 West Frontage Road
City:	Rio Rico
State/Country:	ARIZONA
Postal Code:	85628
Entity Type:	LTD LIAB JT ST CO: ARIZONA

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	2290103	ZUCARMEX EN MEXICO... ZUCARMEX ES AZUCAR
Registration Number:	2281445	ZULKA EL DULCE SABOR DE LA VIDA
Registration Number:	2370559	LA MORENA MAS DULCE!
Registration Number:	2312010	NOS ENCANTA ENDULZAR TU VIDA
Registration Number:	2476161	AZUCAR MORENA
Registration Number:	2559213	ZUCRUM INTERNATIONAL INC.
Registration Number:	2860346	PURASOURCE

CORRESPONDENCE DATA

Fax Number: (415)397-9449
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 4153976000
 Email: dad@bergparker.com
 Correspondent Name: Robert Ted Parker
 Address Line 1: 4 Embarcadero Center, Suite 1400
 Address Line 2: Berg & Parker LLP

OP \$190.00 2290103

Address Line 4: San Francisco, CALIFORNIA 94111

NAME OF SUBMITTER: Robert Ted Parker

Signature: /robert ted parker/

Date: 01/26/2005

Total Attachments: 8

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ASSIGNMENT AND TRANSFER OF TRADEMARKS

THIS ASSIGNMENT AND TRANSFER (this "Assignment") is made as of January 12, 2005 by ZUCRUM INTERNATIONAL INC., an Arizona corporation ("Assignor"), in favor of ZUCRUM FOODS, L.L.C., an Arizona general limited liability company (together with its successors and assignees, "Assignee").

For valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor hereby grants, conveys, sells, assigns, transfers and delivers to Assignee all of Assignor's right, title and interest throughout the world in and to each of the following registered trademarks (the "Registered Trademarks"):

<u>Word Mark</u> ¹	<u>Trademark Registration No.</u>	<u>Registration Date</u>
ZUCARMEX	2,290,103	November 2, 1999
ZULKA	2,281,445	September 28, 1999
"La Morena Mas Dulce"	2,370,559	July 25, 2000
"Nos encanta endulzar tu Vida"	2,312,010	January 25, 2000
AZUCAR MORENA	2,476,161	August 7, 2001
ZUCRUM	2,559,213	April 9, 2002
PURASOURCE	2,860,346	July 6, 2004

The foregoing assignment and transfer shall include, without limitation, all of Assignor's rights, licenses, contracts and other general intangibles and related goodwill, to the extent that any of the foregoing arises out of or is related to any of the Registered Trademarks.

Assignor:

ZUCRUM INTERNATIONAL INC.

By: *Rafael Soria*

Title: *Mesura*

Assignee:

ZUCRUM FOODS, L.L.C.

By: *Jorge de la Vega*

Title: *President*

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Copies of the actual Certificates of Registration are attached hereto.

Int. Cl.: 30

Prior U.S. Cl.: 46

Reg. No. 2,290,103

United States Patent and Trademark Office

Registered Nov. 2, 1999

**TRADEMARK
PRINCIPAL REGISTER**



IMPULSORA AZUCARERA DEL NOROESTE,
S.A. DE C.V. (MEXICO CORPORATION)
CALZADA ALMADA NO. 7
NAVOLATO, SINALOA, C.P. 80070, MEXICO

FOR: REFINED SUGAR; UNREFINED
SUGAR; FLAVORING SUGAR SYRUPS; AND
MOLASSES, IN CLASS 30 (U.S. CL. 46).

FIRST USE 11-1-1995; IN COMMERCE
3-1-1998.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "AZUCAR", APART FROM
THE MARK AS SHOWN.

THE ENGLISH TRANSLATION OF "ES
AZUCAR" IS "IS SUGAR"

SER. NO. 75-531,682, FILED 8-5-1998.

SAMUEL E. SHARPER JR., EXAMINING AT-
TORNEY

TRADEMARK

REEL: 009010 FRAME: 0504

Int. Cl.: 30

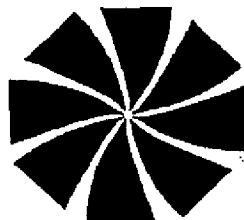
Prior U.S. Cl.: 46

Reg. No. 2,281,445

United States Patent and Trademark Office

Registered Sep. 28, 1999

TRADEMARK
PRINCIPAL REGISTER



Zulka

El dulce sabor de la vida

IMPULSORA AZUCARERA DEL NOROESTE,
S.A. DE C. V. (MEXICO CORPORATION)
CALZADA ALMADA NO. 7
NAVOLATO, SINALOA, C.P. 80070, MEXICO

FOR: REFINED SUGAR; UNREFINED
SUGAR, IN CLASS 30 (U.S. CL. 46).

FIRST USE 11-1-1995; IN COMMERCE
3-1-1998.

THE ENGLISH TRANSLATION OF "EL
DULCE SABOR DE LA VIDA" IS "THE SWEET
TASTE (FLAVOR) OF LIFE".

SER. NO. 75-531,681, FILED 8-5-1998.

SAMUEL E. SHARPER JR., EXAMINING AT-
TORNEY

Int. Cl.: 30

Prior U.S. Cl.: 46

Reg. No. 2,370,559

United States Patent and Trademark Office

Registered July 25, 2000

TRADEMARK
PRINCIPAL REGISTER

*¡La morena
más dulce!*

IMPULSORA AZUCARERA DEL NOROESTE, S.A.
DE C.V. (MEXICO CORPORATION)
CALZADA ALMADA NO. 7
NAVOLATO, SINALOA
C.P. 80070, MEXICO

FOR: REFINED SUGAR; UNREFINED SUGAR;
BROWN SUGAR; FLAVORING SUGAR SYRUPS;
AND MOLASSES, IN CLASS 30 (U.S. CL. 46).

FIRST USE 10-1-1998; IN COMMERCE 10-1-1998.
THE ENGLISH TRANSLATION OF "LA MORENA
MAS DULCE!" IN THE MARK IS "THE SWEETEST
BEAUTIFUL BRUNETTE LATIN GIRL!".

SER. NO. 75-668,227, FILED S.R. 3-26-1999 AM.
P.R. 3-2-2000.

BRENDAN MCCAULEY, EXAMINING ATTORNEY

TRADEMARK

REEL: 003016 FRAME: 0536

Int. Cl.: 30

Prior U.S. Cl.: 46

United States Patent and Trademark Office

Reg. No. 2,312,010

Registered Jan. 25, 2000

TRADEMARK
PRINCIPAL REGISTER

Nos
encanta
endulzar
tu Vida

AZUCARERA DEL NOROESTE, S.A. DE C.V.
(MEXICO CORPORATION)
CALZADA ALMADA NO. 7
NAVOLATO, SINALOA
C.P. 80070, MEXICO

FOR: REFINED SUGAR; UNREFINED
SUGAR; BROWN SUGAR; FLAVORING
SUGAR SYRUPS; AND MOLASSES, IN CLASS
30 (U.S. CL. 46).

FIRST USE 10-1-1998; IN COMMERCE
10-1-1998.

THE ENGLISH TRANSLATION OF "NOS
ENCANTA ENDULZAR TU VIDA" IS "IT
CHARMS OR PLEASES US TO SWEETEN
YOUR LIFE".

SER. NO. 75-668,228, FILED 3-26-1999.

AUMA REGGY, EXAMINING ATTORNEY

TRADEMARK

Int. Cl.: 30

Prior U.S. Cl.: 46

United States Patent and Trademark Office

Reg. No. 2,476,161

Registered Aug. 7, 2001

**TRADEMARK
PRINCIPAL REGISTER**

AZUCAR MORENA

IMPULSORA AZUCARERA DEL NOROESTE,
S.A. DE C.V. (MEXICO CORPORATION)
CALZADA ALMADA NO. 7
NAVOLATO, SINALOA. C.P. 80070, MEXICO

THE ENGLISH TRANSLATION OF "AZUCAR
MORENA" IS "SUGAR BEAUTIFUL DARK-COM-
PLEXIONED BRUNETTE LATIN GIRL."

FOR: UNREFINED SUGAR; BROWN SUGAR;
MOLASSES, IN CLASS 30 (U.S. CL. 46).

SN 75-531,678. FILED 4-5-1999.

FIRST USE 10-1-1999; IN COMMERCE 11-1-1999.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "AZUCAR", APART FROM THE
MARK AS SHOWN.

SAMUEL E. SHARPER JR., EXAMINING ATTOR-
NEY

TRADEMARK

REEL: 003016 FRAME: 0538

Int. Cl.: 30

Prior U.S. Cl.: 46

United States Patent and Trademark Office

Reg. No. 2,559,213

Registered Apr. 9, 2002

TRADEMARK
PRINCIPAL REGISTER



IMPULSORA AZUCARERA DEL NOROESTE,
S.A. DE C.V. (MEXICO CORPORATION)
CALZADA ALMADA NO. 7
NAVOLATO, SINALOA, C.P. 80070, MEXICO

FOR: REFINED SUGAR; UNREFINED SUGAR;
FLAVORING SUGAR SYRUPS; AND MOLASSES,
IN CLASS 30 (U.S. CL. 46).

FIRST USE 7-1-1998; IN COMMERCE 8-1-1998.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "INC.", APART FROM THE MARK
AS SHOWN.

THE STIPPLING IS FOR SHADING PURPOSES
ONLY AND DOES NOT INDICATE COLOR.

SN 75-531,680, FILED 8-5-1998.

SAMUEL E. SHARPER JR., EXAMINING ATTOR-
NEY

Int. Cl.: 30

Prior U.S. Cl.: 46

Reg. No. 2,860,346

United States Patent and Trademark Office

Registered July 6, 2004

TRADEMARK
PRINCIPAL REGISTER



ZUCRUM INTERNATIONAL, INC. (ARIZONA
CORPORATION)
772 W. FRONTAGE ROAD
NOGALES, AZ 85648

FOR: REFINED SUGAR; UNREFINED SUGAR;
FLAVORING SUGAR SYRUPS; AND MOLASSES,
IN CLASS 30 (U.S. CL. 46).

FIRST USE 1-22-2003; IN COMMERCE 7-15-2003.

THE STIPPLING IS A FEATURE OF THE MARK
AND DOES NOT INDICATE COLOR.

SER. NO. 78-280,305, FILED 7-29-2003.

CIMMERIAN COLEMAN, EXAMINING ATTOR-
NEY