

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Miloni Trading & Marketing Ltd.		03/23/2005	CORPORATION: CANADA
RECEIVING PARTY DATA			
Name:	International Foodservice Distributors, LLC		
Street Address:	1777 North California Boulevard		
Internal Address:	Suite 305		
City:	Walnut Creek		
State/Country:	CALIFORNIA		
Postal Code:	94596		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2560743	BELLISSIMA	
Registration Number:	2596426	BELLISSIMA	
CORRESPONDENCE DATA			
Fax Number:	(858)678-5099		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(858) 678-5070		
Email:	hyde@fr.com		
Correspondent Name:	Fish & Richardson P.C.		
Address Line 1:	12390 El Camino Real		
Address Line 4:	San Diego, CALIFORNIA 92130		
NAME OF SUBMITTER:	Lisa M. Martens		
Signature:	/lisa martens/		
Date:	04/07/2005		

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Total Attachments: 2
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ASSIGNMENT

WHEREAS, Miloni Trading & Marketing Ltd., a limited liability company organized and existing under the laws of Canada, having a place of business at 2735 East Hastings Street, Suite 205, Vancouver, British Columbia V5K 1Z8, CANADA ("Assignor") has adopted, used and is using the trademark "BELLISSIMA" (the "Mark") in the U.S. and worldwide and owns U.S. registration numbers 2,596,426 and 2,560,743.

WHEREAS, International Foodservice Distributors, LLC, a corporation organized and existing under the laws of the State of California, having a place of business at 1777 N. California Boulevard, Suite 305, Walnut Creek, California 94596 ("Assignee"), desires to acquire the Mark together with the good will of the business in the United States.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee, its successors and assigns all right, title and interest in and to the Mark together with the good will of the business in the United States symbolized by the Mark, including any registrations in the United States that may have issued or applications that are pending in the United States in Assignor's name for the Mark, including registration numbers 2,596,426 and 2,560,743. Assignor further sells, assigns and transfers unto Assignee its entire right, title and interest in and to any and all causes of action and rights of recovery for past infringement of the Mark in the United States.

Assignor covenants that it or its representatives will, upon the request and at the expense of Assignee, do all other lawful acts necessary to enable Assignee to obtain, maintain and enforce full benefits from the rights and interests herein assigned.

This assignment shall be binding upon the successors and assigns of Assignor and shall inure to the benefit of the successors and assigns of Assignee.



IN WITNESS WHEREOF, said Assignor, has executed and delivered this instrument this 23rd day of MARCH, 2005.

MILONI TRADING & MARKETING LTD.

By: D. Graham

Name: DARLENE GRAHAM

Title: GENERAL MANAGER