

11-23-2004

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To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

11-1-04

1. Name of conveying party(ies)/Execution Date(s):

MARI

- Individual(s)
- General Partnership
- Corporation-State California
- Other
- Association
- Limited Partnership

Citizenship (see guidelines) US
At least as early as
Execution Date(s) 01/1/2004

Additional names of conveying parties attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: Bon Appetit Danish, Inc.

Internal Address: _____

Street Address: 4525 District Blvd.

City: Vernon

State: California

Country: US Zip: 90058

- Association
- General Partnership
- Limited Partnership
- Corporation
- Other

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)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,826,501 and 1,960,572

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

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

Name: William G. Lane

Internal Address: William G. Lane, Inc., PC

Street Address: 16485 Laguna Canyon Road
Suite 250

City: Irvine

State: California Zip: 92618

Phone Number: 949 585-0348

Fax Number: 949 585-0494

Email Address: greglanepat@msn.com

6. Total number of applications and registrations involved:

2

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$65.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Payment Form #PTO-2038
Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number _____
Authorized User Name _____

9. Signature

Signature

William G. Lane

Name of Person Signing

Nov. 15, 2004
Date

Total number of pages including cover sheet, attachments, and document: 3

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

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01 FC:8521 40.00 OP
02 FC:8522 25.00 OP

TRADEMARK
REEL: 003081 FRAME: 0163

DEED OF ASSIGNMENT

WHEREAS, **MARI**, a California general partnership, having offices at 4525 District Boulevard, Vernon, California 90058 (the "Assignor"), owns the following registered trademarks: **BON APPETIT**, Registration No. 1,826,501, and **BUON APPETITO**, Registration No. 1,960,572 (the "Marks"), for bakery products (the "Goods"); and

WHEREAS, **BON APPETIT DANISH, INC.**, a California corporation, having offices at 4525 District Boulevard, Vernon, California 90058 (the "Assignee"), is desirous of acquiring the Marks and the goodwill of the business associated with the marks..

NOW, THEREFORE pursuant to a contractual agreement between Assignor and Assignee, Assignor does hereby assign, assign, and set over to the Assignee, all rights, title, and interest in and to the Marks for the Goods throughout the world, together with the good will of the business symbolized by the Marks, and any trademark applications filed thereon and all Trademark Registrations thereof.

The Assignor grants Assignee the right to claim the benefit of the Assignor's, and its licensees, prior use of the Marks for registration purposes.

Assignor will cooperate with Assignee's endeavors to obtain registrations.

This Deed of Assignment supersedes any earlier assignment, transfer or sale of the Marks, applications and registrations by the Assignor and all such earlier assignments, transfers or sales to any party are null and void and without effect.

This Assignment is effective as of January 1, 2004.

MARI

By: 

Hamid R. Mashhoon, Chairman of the Board of
Bon Appetit Danish, Inc., General Partner of Mari