

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
BORGES USA, INC.		08/02/2005	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	PACIFIC CHOICE BRANDS, INC.		
Street Address:	4667 EAST DATE AVENUE		
City:	FRESNO		
State/Country:	CALIFORNIA		
Postal Code:	93725		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	0604572	CALIFORNIA GIFT	
CORRESPONDENCE DATA			
Fax Number:	(559)299-1108		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	559.299.1135		
Email:	TAGRALL@AGRALL-LAW.COM		
Correspondent Name:	TRACY A. AGRALL		
Address Line 1:	P.O. BOX 3365		
Address Line 4:	CLOVIS, CALIFORNIA 93613-3365		
NAME OF SUBMITTER:	TRACY A. AGRALL		
Signature:	/TRACY A. AGRALL/		
Date:	08/03/2005		
Total Attachments: 1 source=08-03-2005#page1.tif			

OP \$40.00 0604572

ASSIGNMENT

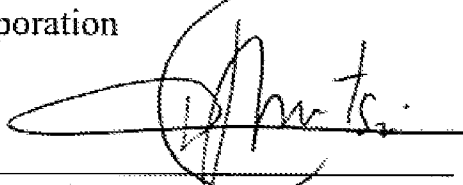
WHEREAS, BORGES USA, INC., a corporation organized and existing under the laws of Delaware and whose business address is 4652 East Date Avenue, Fresno, California 93725, is the owner of the entire right, title and interest in and to the trademark "CALIFORNIA GIFT" together with the goodwill of the business symbolized by the mark which is registered in the United States Patent and Trademark Office as Registration No. 604,572 dated April 12, 1955; and

WHEREAS, PACIFIC CHOICE BRANDS, INC., a California corporation, whose principal business address is 4667 East Date Avenue, Fresno, California 93725, is desirous of acquiring the exclusive rights to use said mark together with the registration thereof;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, BORGES USA, INC., does hereby assign into PACIFIC CHOICE BRANDS, INC., the exclusive right, title and interest in and to the said mark together with the goodwill of the business symbolized by the mark, the above-identified registration thereof, and any and all causes of action for infringement of said mark arising prior to the recording of this Assignment in the United States Patent and Trademark Office.

Dated: August 2, 2005

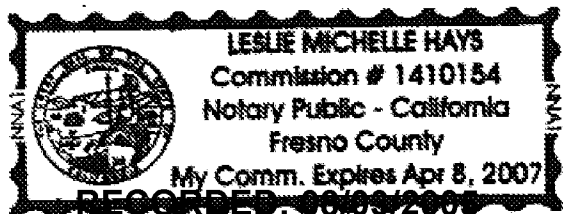
BORGES USA, INC., a Delaware corporation

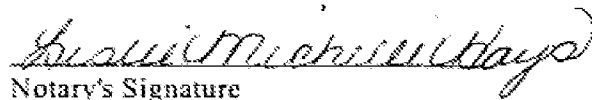
By: 
David Prats,
Chief Executive Officer

State of California)
County of Fresno)

On August 2, 2005, before me, Leslie Michelle Hays, a duly commissioned Notary Public, personally appeared David Prats, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.




Notary's Signature

TRADEMARK
REEL: 003133 FRAME: 0838