

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|   |  |                       |                       |
|---|--|-----------------------|-----------------------|
| <b>SUBMISSION TYPE:</b>                           | NEW ASSIGNMENT   |                       |                       |
| <b>NATURE OF CONVEYANCE:</b>                      | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL   |                       |                       |
| <b>CONVEYING PARTY DATA</b>                       |  |                       |                       |
| <b>Name</b>                                       | <b>Formerly</b>  | <b>Execution Date</b> | <b>Entity Type</b>    |
| Mistic Brands, Inc.                               |  | 08/03/2005            | CORPORATION: DELAWARE |
| <b>RECEIVING PARTY DATA</b>                       |  |                       |                       |
| <b>Name:</b>                                      | Nubeco, L.L.C.   |                       |                       |
| <b>Street Address:</b>                            | 1545 Park Avenue   |                       |                       |
| <b>City:</b>                                      | Emeryville   |                       |                       |
| <b>State/Country:</b>                             | CALIFORNIA   |                       |                       |
| <b>Postal Code:</b>                               | 94608  |                       |                       |
| <b>Entity Type:</b>                               | limited liability company: CALIFORNIA  |                       |                       |
| <b>PROPERTY NUMBERS Total: 1</b>                  |  |                       |                       |
| <b>Property Type</b>                              | <b>Number</b>  | <b>Word Mark</b>      |                       |
| <b>Registration Number:</b>                       | 2499049  | TASTE THE WORLD       |                       |
| <b>CORRESPONDENCE DATA</b>                        |  |                       |                       |
| <b>Fax Number:</b>                                | (415)217-5910  |                       |                       |
|   | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                       |                       |
| <b>Phone:</b>                                     | 415-434-1600   |                       |                       |
| <b>Email:</b>                                     | amcalister@howardrice.com, kfrank@howardrice.com                                     |                       |                       |
| <b>Correspondent Name:</b>                        | Howard, Rice, Nemerovski, Canady, Falk &   |                       |                       |
| <b>Address Line 1:</b>                            | Three Embarcadero Center, Seventh Floor  |                       |                       |
| <b>Address Line 4:</b>                            | San Francisco, CALIFORNIA 94111  |                       |                       |
| <b>NAME OF SUBMITTER:</b>                         | Karen S. Frank   |                       |                       |
| <b>Signature:</b>                                 | /ksf/  |                       |                       |
| <b>Date:</b>                                      | 08/18/2005   |                       |                       |
| <b>Total Attachments: 1</b>                       |  |                       |                       |
| source=TASTE THE WORLD Mistic TM Assign#page1.tif |  |                       |                       |

CH \$40.00 2499049

JUN-30-05 12:41PM FROM:HOWARD,RICE,ET AL. (415) 217-5910 +14152175910 T-053 P.03/03 F-481

ASSIGNMENT OF TRADEMARK RIGHTS

This ASSIGNMENT OF TRADEMARK RIGHTS, dated and effective as of the 3<sup>rd</sup> day of August, 2005, is by and between Mystic Brands, Inc., a Delaware Corporation, having a place of business at 709 Westchester Avenue, White Plains, New York ("Assignor") and Nubeco, L.L.C., a California limited liability company, having a place of business at 1545 Park Avenue, Emeryville, California ("Assignee");

THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, Assignor by these presents does sell, assign, transfer and convey to Assignee all of Assignor's right, title and interest in and to the trademark TASTE THE WORLD (the "Assigned Mark") and U.S. Trademark Registration No. 2,499,049 for the trademark TASTE THE WORLD in International Classes 30 and 32 issued on October 16, 2001, together with that part of the goodwill of the Assignor's business in connection with which the Assigned Mark has been used, and including the right to bring and maintain actions for past infringements of the Assigned Mark.

Assignor represents that it has discontinued, and will not in the future use, the term TASTE THE WORLD, or any other trademarks or service marks which are so similar to the term TASTE THE WORLD as to be likely to cause confusion, mistake or deception among the public with Assignee's TASTE THE WORLD mark. This prohibition shall not apply in the event that Nubeco abandons its use of the trademark TASTE THE WORLD, as that term is defined in 15 U.S.C. §1127.

Assignor agrees to cooperate with Assignee as reasonably requested to execute any additional papers required to perfect or enforce this Assignment and the rights assigned to Assignee herein.

Date: August 3, 2005

MISTIC BRANDS, INC

[Signature]  
Signature

Subscribed and sworn to before me this 3 day of August, 2005

Daniel Chung  
Name

[Signature]  
Notary Public

Assistant Secretary  
Title

DENISE J. GRASSI  
Notary Public, State of New York  
[NOTARY] No. 01GR6124102  
Qualified in Westchester County  
Commission Expires March 21, 2009

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