

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
Jessie Lord, LLC		08/18/2005	LLC: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Jessie Lord Bakery, LLC		
Street Address:	21100 S. Western Ave.		
City:	Torrance		
State/Country:	CALIFORNIA		
Postal Code:	90501		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1399734	JESSIE LORD	
CORRESPONDENCE DATA			
Fax Number:	(626)795-6321		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	626-796-4000		
Email:	Danton@usip.com		
Correspondent Name:	Danton K. Mak,		
Address Line 1:	225 S. Lake Ave.		
Address Line 2:	9th Floor		
Address Line 4:	Pasadena, CALIFORNIA 91101		
NAME OF SUBMITTER:	Danton K. Mak		
Signature:	/dantonkmak/		
Date:	08/22/2005		
Total Attachments: 1			

CH \$40.00 1399734

TRADEMARK ASSIGNMENT

WHEREAS, Jessie Lord, LLC., with offices at 21100 S. Western Avenue, Torrance, California 90501, referred to herein as "ASSIGNOR", is the owner of record for the trademark "Jessie Lord" U.S. Trademark Registration No. 1,399,734 (the "Mark") for bakery products, in commerce since at least as early as 1977;

WHEREAS, Jessie Lord Bakery, LLC, a California limited liability company, with offices at 21100 S. Western Ave., Torrance, California 90501, referred to herein as "ASSIGNEE", is desirous of acquiring said Mark, said registration, and all rights therein;

For good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR hereby assigns to ASSIGNEE all rights, title, and interest throughout the World in and to the Mark, together with the right to sue for past infringement, and the goodwill of the business symbolized by the Mark. This transfer is effective retroactive as of date Assignor first acquired rights in the Mark.

ASSIGNOR
JESSIE LORD, LLC.

DATE: 8-18-05

By: 

Name: Stephen Y. S. Lee
Title: President
Address: 21100 S. Western Ave.
Torrance, CA 90501