

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
Bionova Holding Corporation		11/18/2005	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Bionova Produce, Inc.		
Street Address:	3021 North Grand Avenue		
City:	Nogales		
State/Country:	ARIZONA		
Postal Code:	85261		
Entity Type:	CORPORATION: ARIZONA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2298174	SHOWCASE	
CORRESPONDENCE DATA			
Fax Number:	(602)916-5517		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	ip@fclaw.com		
Correspondent Name:	Susan Stone Rosenfield		
Address Line 1:	3003 N. Central Avenue, Suite 2600		
Address Line 4:	Phoenix, ARIZONA 85012		
ATTORNEY DOCKET NUMBER:	26162.003		
NAME OF SUBMITTER:	Susan Stone Rosenfield		
Signature:	/Susan Stone Rosenfield/ssb/		
Date:	11/29/2005		

CH \$40.00 2298174

Total Attachments: 1

900036824

**TRADEMARK
 REEL: 003200 FRAME: 0617**

