

08-08-2005

Form PTO-1594 (Rev. 03/05)
OMB Collection 0651-0027 (exp. 6/30/2005)

DEPARTMENT OF COMMERCE
Patent and Trademark Office



RECORD/ TRAL 103058678

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

1. Name of conveying party(ies):

ServMor Meat Company

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

Citizenship (see guidelines) _____

Additional names of conveying parties attached? Yes No

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: United Food Group LLC

Internal _____

Address: _____

Street Address: 3425 East Vernon Avenue

City: Los Angeles

State: CA

Country: USA Zip: 90058

- Association Citizenship _____
- General Partnership Citizenship _____
- Limited Partnership Citizenship _____
- Corporation Citizenship _____
- Other company limited liability Citizenship California

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)

3. Nature of conveyance /Execution Date(s) :

Execution Date(s) June 22, 2005

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

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)

1,390,978

Additional sheet(s) attached? Yes No

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

MORAN'S

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

Name: Nancy Benveniste Lamell

Internal Address: Finestone & Richter

Street Address: 11601 Wilshire Boulevard
Suite 1900

City: Los Angeles

State: CA Zip: 90025

Phone Number: (310) 575-0800

Fax Number: (310) 575-0170

Email Address: n.lamell@frlawcorp.com

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00

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

8. Payment Information:

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number _____

Authorized User Name _____

9. Signature:

Nancy B. Lamell
Signature

June 28, 2005

Date

Nancy Benveniste Lamell

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 2

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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TRADEMARK
REEL: 003201 FRAME: 0725

ASSIGNMENT OF TRADEMARK

WHEREAS, ServMor Meat Company, a California corporation ("Assignor") is the registered owner of a certain trademark (the "Trademark") registered with the United States Patent and Trademark Office (the "PTO"); and

WHEREAS, pursuant to the terms of that certain Operating Agreement for United Food Group LLC ("Assignee"), and related agreements, all dated as of June 22, 1995, Assignor transferred and assigned, or sold or licensed, to Assignee the Trademark and all of the business, assets, and goodwill associated with the Trademark; and

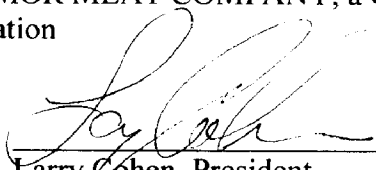
WHEREAS, Assignee desires separate evidence and confirmation of the transfer of the Trademarks from Assignor, in a form suitable for recordation with the PTO.

NOW, THEREFORE, in consideration of the parties' mutual covenants and agreements set forth in the Operating Agreement and related agreements referred to therein, Assignor hereby transfers and assigns to Assignee all of Assignor's worldwide right, title, and interest in and to the Trademark, together with all of the goodwill associated therewith, and the registration thereof, including all existing causes of action against third parties, if any, for past infringements of the Trademark, and for unfair competition with respect to the Trademark. The Trademark consists of the following:

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
MORAN'S	1,390,978	04/22/1986

IN WITNESS WHEREOF, the undersigned has caused this Assignment of Trademark to be executed as of the 22 day of June, 2005.

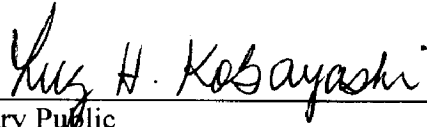
SERVMOR MEAT COMPANY, a California corporation

By: 
Larry Cohen, President

STATE OF CALIFORNIA)
)ss.
COUNTY OF LOS ANGELES)

On JUNE 22, 2005 before me, the undersigned, a Notary Public in and for said County and State, personally appeared Larry Cohen, personally known to me, or proved to me on the basis of satisfactory evidence, to be the person whose name is 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 Public

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