

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Segafredo Zanetti USA, Inc.		12/12/2005	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Massimo Zanetti Beverage USA, Inc.
Street Address:	1920 Rankin Road
Internal Address:	Suite 140
City:	Houston
State/Country:	TEXAS
Postal Code:	77073
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 47

Property Type	Number	Word Mark
Registration Number:	2289098	100% ARABICA COFFEE
Registration Number:	0051468	
Registration Number:	1980790	CHASE & SANBORN
Registration Number:	2659534	CHOCK CAFE
Registration Number:	2654487	CHOCK CAFE
Registration Number:	2694855	CHOCK CAFE
Registration Number:	2786218	CHOCK CAFE
Registration Number:	2694854	CHOCK CAFE
Registration Number:	2659533	CHOCK CAFE
Registration Number:	2635384	CHOCK EXPRESS
Registration Number:	2666556	CHOCK EXPRESS
Registration Number:	2645525	CHOCK EXPRESS
Registration Number:	2635383	CHOCK EXPRESS

CH \$1190.00 2289098

Registration Number:	2642971	CHOCK EXPRESS
Registration Number:	2692320	CHOCK EXPRESS
Registration Number:	894796	CHOCK FULL O' NUTS
Registration Number:	2006514	CHOCK FULL O' NUTS
Serial Number:	78592280	CHOCK FULL O' NUTS
Registration Number:	2943754	CHOCK FULL O' NUTS CAFE BLEND
Registration Number:	784094	CHOCK FULL O' NUTS
Serial Number:	78591992	CHOCK FULL O' NUTS
Registration Number:	632806	CHOCK FULL O'NUTS-THE HEAVENLY COFFEE
Registration Number:	864362	
Registration Number:	1682460	CHOCK O'CCINO
Registration Number:	2297002	HEAVENLY HAZELNUT
Registration Number:	817488	HEAVENLY
Registration Number:	1332466	HIGH YIELD
Registration Number:	1014223	HILLS BROS
Registration Number:	821232	HILLS BROS
Registration Number:	426375	HILLS BROS COFFEE
Registration Number:	781823	HILLS BROS
Registration Number:	163338	HILLS BROS
Serial Number:	78647964	LIFE HAPPENS
Serial Number:	78559872	M.J. BRANDENSTEIN'S
Registration Number:	2366913	MASTER CHEF
Serial Number:	78499290	MIDTOWN
Registration Number:	817090	MJB
Registration Number:	1249156	MJB
Registration Number:	838900	MJB
Registration Number:	1248529	MJB
Registration Number:	1597673	PERFECT BALANCE
Serial Number:	78647972	TAKE TIME FOR YOURSELF
Registration Number:	1529919	THE HEAVENLY HOT COCOA MIX
Registration Number:	1579254	THE HEAVENLY TEA
Registration Number:	1343043	ULTRA BLEND
Registration Number:	2173203	
Registration Number:	2157824	

CORRESPONDENCE DATA

Fax Number: (312)698-2121
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 312-861-2820
Email: jeffrey.a.davidson@bakernet.com
Correspondent Name: Jeffrey O. Davidson
Address Line 1: 130 E. Randolph Drive
Address Line 2: Suite 3500
Address Line 4: Chicago, ILLINOIS 60601

ATTORNEY DOCKET NUMBER:	95175014-1
NAME OF SUBMITTER:	Jeffrey O. Davidson
Signature:	//Jeffrey O. Davidson//
Date:	12/28/2005

Total Attachments: 3
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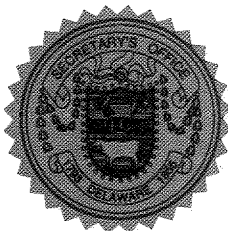
Delaware

PAGE 1

The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "SEGAFREDO ZANETTI USA, INC.", CHANGING ITS NAME FROM "SEGAFREDO ZANETTI USA, INC." TO "MASSIMO ZANETTI BEVERAGE USA, INC.", FILED IN THIS OFFICE ON THE EIGHTH DAY OF DECEMBER, A.D. 2005, AT 5:35 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.



2759085 8100

051001704

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 4362002

DATE: 12-12-05

TRADEMARK
REEL: 003217 FRAME: 0970

**CERTIFICATE OF AMENDMENT
OF THE
CERTIFICATE OF INCORPORATION
OF
SEGAFREDO ZANETTI USA, Inc.**

UNDER SECTION 242 OF THE DELAWARE GENERAL CORPORATION LAW

The undersigned, being an authorized person, hereby certifies:

1. The name of the corporation is Segafredo Zanetti USA, Inc., a Delaware corporation (the "Corporation").
2. The Certificate of Incorporation of the Corporation was filed with the Delaware Secretary of State on the 5th day of June, 1997.
3. That the board of directors of the Corporation has duly adopted a resolution, pursuant to Section 242 of the General Corporation Law of the State of Delaware, setting forth an amendment to the Corporation's Certificate of Incorporation and declaring said amendment to be advisable.
4. That the sole stockholder of the Corporation has duly approved said amendment in accordance with Section 242 of the General Corporation Law of the State of Delaware.
5. Article I of the Certificate of Incorporation of the Corporation is hereby amended to change the name of the Corporation from Segafredo Zanetti USA, Inc. to Massimo Zanetti Beverage USA, Inc. and shall read in its entirety:

Article I

"The name of the corporation is Massimo Zanetti Beverage USA, Inc. (hereinafter referred to as the "Corporation")."

WASDMS-#7270416-v1

*State of Delaware
Secretary of State
Division of Corporations
Delivered 05:57 PM 12/08/2005
FILED 05:35 PM 12/08/2005
SRV 051001704 - 2759085 FILE*

**TRADEMARK
REEL: 003217 FRAME: 0971**

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Amendment of the Certificate of Incorporation this 30th day of November, 2005.

/s/ Stefano Trombetti

Name: Stefano Trombetti

Title: President

WASDMS #7270416-v1