

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
JOSE-LUIS SAAVEDRA dba EMPACADORA TAPATIO		01/06/2007	SOLE PROPRIETORSHIP: UNITED STATES
RECEIVING PARTY DATA			
Name:	TAPATIO FOODS, LLC		
Street Address:	4685 DISTRICT BLVD.		
City:	VERNON		
State/Country:	CALIFORNIA		
Postal Code:	90058		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2742178	TAPATIO	
Registration Number:	2341589	TAPATIO	
Registration Number:	1871465	ES UNA SALSA...MUY SALSA!	
Registration Number:	1228964	TAPATIO	
CORRESPONDENCE DATA			
Fax Number:	(626)577-8800		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	626-795-9900		
Email:	PTO@CPH.COM		
Correspondent Name:	CHRISTIE, PARKER & HALE, LLP		
Address Line 1:	P.O. BOX 7068		
Address Line 4:	PASADENA, CALIFORNIA 91109-7068		
ATTORNEY DOCKET NUMBER:	E317:10/AW		

CH \$115.00 2742178

NAME OF SUBMITTER:	ANNE WANG
Signature:	/ANNE WANG/
Date:	01/08/2007
Total Attachments: 2 source=E317 assign - multiple#page1.tif source=E317 assign - multiple#page2.tif	

TRADEMARK

TRADEMARK ASSIGNMENT

WHEREAS, JOSE-LUIS SAAVEDRA DBA EMPACADORA TAPATIO, an individual and citizen of the United States, having a place of business at 4685 District Blvd., Vernon, California 90058 ("ASSIGNOR" herein), is the owner of the following marks as evidenced by their registrations in the United States Trademark Office.

Mark	Reg No.	Reg. Date	Docket No.
TAPATIO	2742178	July 29, 2003	43619
TAPATIO	2341589	April 11, 2000	42929
ES UNA SALSA... MUY SALSA!	1871465	January 3, 1995	42931
TAPATIO	1228964	March 1, 1983	43683

WHEREAS, TAPATIO FOODS, LLC, a California Limited Liability Company, having a place of business at 4685 District Blvd., Vernon, California 90058 ("ASSIGNEE" herein), desires to acquire said marks and the above-identified registrations thereof.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign unto said ASSIGNEE all right, title and interest in and to the said marks and said registrations, and all rights and privileges pertaining to said marks, together with that part of the goodwill of the business connected with the use of and symbolized by the marks.

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TRADEMARK

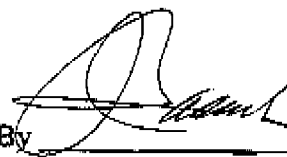
REEL: 003456 FRAME: 0840

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Docket No. 10/E317

ASSIGNOR further agrees that it shall render all reasonable assistance to ASSIGNEE, and will, from time-to-time, execute all instruments and documents necessary to maintain, preserve or protect said marks and said registrations, and to perfect the record title of ASSIGNEE in and to said marks and said registrations.

It is requested that the Commissioner of Trademarks issue renewals of said registrations in the name of the ASSIGNEE.

Date January 6, 2007

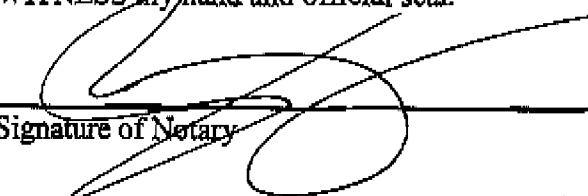
By 

Jose-Luis Saavedra
dba Empacadora Tapatio

STATE OF CALIFORNIA
COUNTY OF LOS ANGELES

On 06/JAN/2007, before me Rodolfo Garcia
Notary Public, personally appeared Jose-Luis Saavedra personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed 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.



Signature of Notary



AW/aw