

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	09/01/2006

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Impulsora Azucarera Del Noroeste, S.A. de C.V.		09/01/2006	CORPORATION: MEXICO

RECEIVING PARTY DATA

Name:	Zucrum Foods, L.L.C.
Street Address:	P. O. Box 4485
City:	Rio Rico
State/Country:	ARIZONA
Postal Code:	85648
Entity Type:	LIMITED LIABILITY COMPANY: ARIZONA

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	3080979	AZUCAR PICANTE
Registration Number:	3136742	AZUCAR ESTANDAR

CORRESPONDENCE DATA

Fax Number: (415)882-8220
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 4158828200
 Email: david.dunbar@klgates.com
 Correspondent Name: Robert Ted Parker
 Address Line 1: 55 Second Street, Suite 1700
 Address Line 4: San Francisco, CALIFORNIA 94105

ATTORNEY DOCKET NUMBER:	54048-00013
NAME OF SUBMITTER:	Robert Ted Parker

OP \$65.00 3080979

Signature:

/rtp/

Date:

01/23/2007

Total Attachments: 1

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ASSIGNMENT AND TRANSFER OF TRADEMARKS

This Assignment and Transfer of Trademarks ("Assignment") is made as of September 1, 2006 by IMPULSORA AZUCARERA DEL NOROESTE, S.A. DE C.V., a corporation formed under the laws of Mexico ("Assignor"), in favor of ZUCRUM FOODS, L.L.C., an Arizona general limited liability company, together with its successors and assignees ("Assignee").

For valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor hereby grants, conveys, sells, assigns, transfers and delivers to Assignee all of Assignor's right, title and interest throughout the world and in perpetuity, in and to each of the following registered trademarks ("Registered Trademarks"):

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
AZUCAR PICANTE	3,080,979	April 11, 2006
AZUCAR ESTANDAR	3,136,742	August 29, 2006

The foregoing assignment and transfer shall include, without limitation, all of Assignor's rights, licenses, contracts and other general intangibles and related goodwill, to the extent that any of the foregoing arises out of, or is related to, any of the Registered Trademarks.

Assignor:

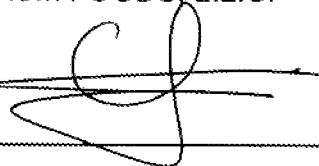
IMPULSORA AZUCARERA DEL
NOROESTE, S.A. DE C.V.

By: 

Title: President

Assignee:

ZUCRUM FOODS, L.L.C.

By: 

Title: President