

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Grupo Escany LLC		03/15/2007	LIMITED LIABILITY COMPANY:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Aisle Savvy LLC		
<b>Street Address:</b>	11111 Woodridge Bluff		
<b>City:</b>	San Antonio		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	78249		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY:		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78478399	LA FAMILIA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(612)605-8071		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	210-691-1662		
<b>Email:</b>	craig.jaakkola@jgroup-us.com		
<b>Correspondent Name:</b>	Aisle Savvy LLC		
<b>Address Line 1:</b>	11111 Woodridge Bluff		
<b>Address Line 4:</b>	San Antonio, TEXAS 78249		
<b>NAME OF SUBMITTER:</b>	Craig Jaakkola		
<b>Signature:</b>	/craig jaakkola/		
<b>Date:</b>	03/15/2007		
<b>Total Attachments: 0</b>			

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