

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
FRI-Admin Corporation		04/24/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Rubio's Restaurants, Inc.		
Street Address:	1902 Wright Place		
Internal Address:	Suite 300		
City:	Carlsbad		
State/Country:	CALIFORNIA		
Postal Code:	92008		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2595503	BEACH-MEX	
CORRESPONDENCE DATA			
Fax Number:	(858)756-4880		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	858-759-2040		
Email:	dgetz@judkinslaw.com		
Correspondent Name:	DAVID H GETZ		
Address Line 1:	P.O. Box 8022		
Address Line 4:	Rancho Santa Fe, CALIFORNIA 92067		
NAME OF SUBMITTER:	David H. Getz		
Signature:	/David H. Getz/		
Date:	04/24/2007		

Total Attachments: 2

900075223

**TRADEMARK
 REEL: 003528 FRAME: 0319**

OP \$40.00 2595503

source=beachmexassignment#page1.tif
source=beachmexassignment#page2.tif

EXHIBIT A


TRADEMARK ASSIGNMENT

WHEREAS, FRI-Admin Corporation, a Delaware corporation, having a principal business address of FRI-Admin Corporation C/O The Chi-Chi's, Inc., et al. Liquidating Trust 2680 Walnut Avenue, Unit C Tustin, CA 92780 ("Assignor") is the owner of the service mark BEACH-MEX on the principal register of the United States Patent and Trademark Office Serial Number 76089706 and Registration Number 2595503 (hereinafter, the "Mark"); and

WHEREAS, Rubio's Restaurants, Inc., a California Corporation, having a principal business address of 1902 Wright Place, Suite 300, Carlsbad California 92008 ("Assignee") is desirous of acquiring all of Assignor's worldwide right, title and interest in and to the Mark, and any and all similar trademarks, service marks, and other designations, including the registrations and applications for registration therefor, together with the goodwill of the business in connection with which the Marks, and any and all similar trademarks, service marks, and other designations, are used and which is symbolized thereby, along with the right to pursue claims and recover damages and profits for past infringements thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby, effective as of the date set out below, sell, assign, transfer, convey and deliver unto Assignee all worldwide right, title and interest in and to the Mark, and any and all similar trademarks, service marks, and other designations, including all registrations and applications for registration therefor and any common law rights therein in the United States, and throughout the world, together with the goodwill of the business in connection with which the Mark, and any and all similar trademarks, service marks, and other designations, are used and which is symbolized thereby, along with the right to pursue all claims and recover all damages and profits for past infringements thereof and all other related causes of action in connection therewith.

FRI- Admin Corporation


By: Anthony Baril
Its: President

Date: April 24, 2007

State of _____

County of _____

On this _____ day of _____, 2004, before me personally came Anthony Baril, to me known to be the person described in the foregoing instrument, who signed the foregoing instrument in my presence and declared the same to be of his free act and deed, on the day and year last above written.

By: _____
Notary Public

[Affix notary stamp and seal]

My Commission Expires _____

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California

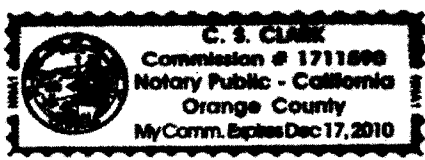
County of ORANGE

On APRIL 24, 2007 before me, C S CLARK, NOTARY PUBLIC

personally appeared ANTHONY BARIL

personally known to me

(or proved to me on the basis of satisfactory evidence)



to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Place Notary Seal Above

Signature [Handwritten Signature]
Signature of Notary Public

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document TRADEMARK PURCHASE AGREEMENT
Title or Type of Document: EXHIBIT A TRADEMARK ASSIGNMENT

Document Date: APRIL 24, 2007 Number of Pages: 8 + Acknowl

Signer(s) Other Than Named Above: _____

Capacity(ies) Claimed by Signer(s)

Signer's Name: ANTHONY BARIL

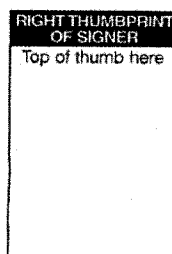
- Individual
- Corporate Officer — Title(s): PRESIDENT
- Partner — Limited General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: _____



Signer Is Representing: _____

Signer's Name: _____

- Individual
- Corporate Officer — Title(s): _____
- Partner — Limited General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: _____



Signer Is Representing: _____