

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Notice of Lien (Trademarks)		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
New France LLC		01/18/2007	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	First Republic Bank		
Street Address:	111 Pine Street		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94111		
Entity Type:	Bank: NEVADA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77029061	L'ESPALIER	
Serial Number:	77027287	SEL DE LA TERRE	
CORRESPONDENCE DATA			
Fax Number:	(202)756-9299		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	8009279801		
Email:	matthew.mayer@thomson.com		
Correspondent Name:	Corporation Service Company		
Address Line 1:	84 State Street		
Address Line 2:	5th Floor		
Address Line 4:	Boston, MASSACHUSETTS 02109		
ATTORNEY DOCKET NUMBER:	CSC # 877719		
NAME OF SUBMITTER:	Matthew Mayer		
Signature:	/Matthew Mayer/		

CH \$65.00 77029061

Date:

05/03/2007

Total Attachments: 2

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**NOTICE OF LIEN
(TRADEMARKS)**

Debtor: New France LLC (successor in interest to Pears Company, Inc. and FKM Projects, Inc.)
30 Gloucester Street
Boston, Massachusetts 02115

Secured Party: First Republic Bank
111 Pine Street
San Francisco, California 94111

Collateral: See Attachment A

The Debtor has granted a security interest in the Collateral to the Secured Party in accordance with the terms of that certain Security Agreement by and between Debtor and Secured Party dated January 18, 2007. The Secured Party claims a lien on the Collateral in the amount of \$3,750,000.00, plus accrued interest, fees and other expenses chargeable to the Debtor.

Executed this 18th day of January, 2007.

NEW FRANCE LLC

By: 

Name: Frank McClelland
Title: President
Duly Authorized

COMMONWEALTH OF MASSACHUSETTS

SUFFOLK, ss

January 18, 2007

On this 18th day of January, 2007 before me, the undersigned notary public, personally appeared Frank McClelland, President of New France LLC, and proved to me through satisfactory evidence of identification, which were MA Drivers License, to be the person whose name is signed on the preceding document, and acknowledged to me that he signed it voluntarily for its stated purpose.

WITNESS my hand and official seal.



Notary Public ALAN J. LANGSTON II
My commission expires: 4-18-08

ATTACHMENT A

- 1. Trademark:** L'ESPALIER
Serial No.: 77029061 (application processing)
Filing Date: October 25, 2006

- 2. Trademark:** SEL DE LA TERRE
Serial No.: 77027287 (application processing)
Filing Date: January 12, 2007