

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Maryam Ghermezian (Executor of the Estate of Moez Ghermezian, Deceased)		10/04/2007	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Maryam Ghermezian		
Street Address:	4 Mirrielees Road		
City:	Great Neck		
State/Country:	NEW YORK		
Postal Code:	11021		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78385993	ELLA VALLEY SELECT	
CORRESPONDENCE DATA			
Fax Number:	(212)336-8001		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-336-8000		
Email:	ptodocket@arelaw.com		
Correspondent Name:	Chester Rothstein, Esq.		
Address Line 1:	Amster, Rothstein & Ebenstein LLP		
Address Line 2:	90 Park Avenue		
Address Line 4:	New York, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	37217-0009		
NAME OF SUBMITTER:	Chester Rothstein		
Signature:	/Chester Rothstein/		

CH \$40.00 78385993

Date:

10/05/2007

Total Attachments: 1

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TRADEMARK ASSIGNMENT

WHEREAS, Maryam Ghermezian, an individual and a citizen of the United States, having a principal place of residence at 4 Mirrielees Road, Great Neck, NY 11021 ("Assignor") is the Successor-in-Interest and Executor of the Estate of Moez Ghermezian (the original owner, now deceased), and thereby is owner of all right, title, and interest in and to the trademark ELLA VALLEY SELECT and the goodwill associated therewith (the "Trademark"), and U.S. Trademark Application Serial No. 78/385993 (the "Application"); and

WHEREAS, Maryam Ghermezian, an individual and a citizen of the United States, having a principal place of residence at 4 Mirrielees Road, Great Neck, NY 11021 ("Assignee"), is desirous of acquiring the Trademark and the Application.

WHEREAS, Assignee is the successor to the portion of the business of Assignor to which the Mark pertains; and

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

Assignor hereby sells, assigns, and transfers to Assignee, the successor to the ongoing business of Assignor, or portion thereof, to which the Mark pertains, and its successors and assigns, all right, title, and interest in and to the Mark, together with the goodwill of the Mark and the goodwill of the business appertaining thereto and/or symbolized thereby, and the Trademark and Application.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed, effective as of the date written below.

Dated: October 4, 2007



MARYAM GHERMEZIAN
Successor-in-Interest and Executor
of the Estate of Moez Ghermezian