

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
Wild Forest Products LLC		09/01/2007	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Truth Consulting NY, Inc.		
Street Address:	356 Broadway #5C		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10013		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	76500941	DA ROSARIO	
Registration Number:	3080304	DA ROSARIO	
Registration Number:	3154489	DA ROSARIO, THE FIRST NAME IN TRUFFLES	
CORRESPONDENCE DATA			
Fax Number:	(312)803-2209		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-407-4000		
Email:	nytrademark@loeb.com		
Correspondent Name:	Pamela Benjamin - LOEB & LOEB LLP		
Address Line 1:	345 Park Avenue		
Address Line 4:	New York, NEW YORK 10154		
ATTORNEY DOCKET NUMBER:	211783-10001		
NAME OF SUBMITTER:	Pamela Benjamin		
Signature:	/Pamela Benjamin/		

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Date:

11/26/2007

Total Attachments: 3

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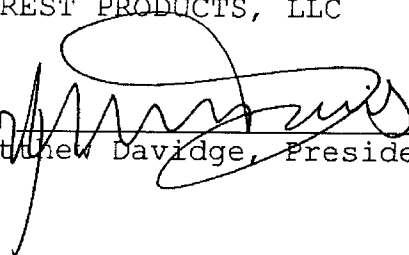
WHEREAS, Wild Forest Products LLC, a New York corporation, having its office at 954 3rd Avenue #733, New York, NY 10022 is the owner of the three registered trademarks and ~~the~~ trademarks which are the subject of the intent-to-use applications pending in the United States Patent and Trademark Office as set forth in Schedule A attached hereto and hereby made a part hereof;

WHEREAS, Truth Consulting Inc. a New York corporation, having its office at 356 Broadway #5C, New York, NY 10013 is desirous of acquiring all right title and interest in and to said trademarks and said applications thereof;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Wild Forest Products LLC does hereby assign to Truth Consulting, Inc. all right, title and interest in and to said trademarks and said applications therefore together with all goodwill associated with said trademarks and applications;

Signed this 1st day of September, 2007.

WILD FOREST PRODUCTS, LLC

By  ~~PRESIDENT~~
Matthew Davidge, President

SCHEDULE A

<u>Mark</u>	<u>Application Number</u>	<u>Filing Date</u>	<u>Registration Date and Number</u>
da Rosario and design [frozen mushrooms, caviar]	76/500,941	March 26, 2003	
da Rosario and design [truffle- infused olive oil]	76/977,944	March 26, 2003	3080304 April 11, 2006
da Rosario, the first name in truffles	76/524,461	June 23, 2003	3154489 October 10, 2006

TRADEMARK

REEL: 003666 FRAME: 0901

AFFIDAVIT

The undersigned, Linda Ong Safina, President of Truth Consulting NY, Inc., declares that the attached Assignment from Wild Forest Products, LLC to Truth Consulting Inc., was made for the benefit of Truth Consulting NY, Inc.; that "NY" was inadvertently omitted from both mentions of Assignee's name; and that in the first mention of Truth Consulting Inc., the comma after "Consulting" was inadvertently omitted. Further, the intention to assign the marks to Truth Consulting NY, Inc. is reflected in the fact that Truth Consulting NY, Inc.'s address is identified in the Assignment and not Truth Consulting Inc.'s address.

The undersigned being hereby warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements and the like may jeopardize the validity of this document, declares that she is properly authorized to execute this document on behalf of Truth Consulting NY, Inc.; and all statements made of her own knowledge are true and that all statements made on information and belief are believed to be true.

TRUTH CONSULTING NY, INC.

Date: November 26, 2007



Name: Linda Ong Safina
Title: President