

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
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<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Parmalat S.p.A.		11/20/2007	JOINT STOCK COMPANY: ITALY

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Boschi Food & Beverages S.p.A.
<b>Street Address:</b>	Via Ghiara, 25
<b>City:</b>	Fontanellato(Parma)
<b>State/Country:</b>	ITALY
<b>Postal Code:</b>	43012
<b>Entity Type:</b>	JOINT STOCK COMPANY: ITALY

<b>PROPERTY NUMBERS Total: 1</b>		
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
Registration Number:	1296585	POMI

<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(703)418-2768
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	703-415-0100
<b>Email:</b>	sgitler@hwglaw.com
<b>Correspondent Name:</b>	Stewart Gitler
<b>Address Line 1:</b>	2461 South Clark Street
<b>Address Line 2:</b>	Suite 522
<b>Address Line 4:</b>	Arlington, VIRGINIA 22202

<b>ATTORNEY DOCKET NUMBER:</b>	T-9066
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<b>DOMESTIC REPRESENTATIVE</b>	
<b>Name:</b>	Stewart L. Gitler
<b>Address Line 1:</b>	2461 South Clark Street

CH \$40.00 1296585

Address Line 2: Suite 522  
Address Line 4: Arlington, VIRGINIA 22202

NAME OF SUBMITTER:	Stewart L. Gitler
Signature:	/Stewart L. Gitler/
Date:	12/04/2007

Total Attachments: 1  
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UNITED STATES

United States  
Deed of Assignment with Goodwill  
of Assigned Marks

THIS ASSIGNMENT is made the 20<sup>th</sup> day of November, 2007 between **Parmalat S.p.A.**, a joint stock company, organized under the laws of Italy, with its principal place of business at Via Oreste Grassi, 26, 43044 Collecchio (Parma), Italy (the "Assignor") and **Boschi Food & Beverages S.p.A.**, a joint stock company, organized under the laws of Italy, with its principal place of business at Via Ghiara, 25, 43012, Fontanellato, (Parma), Italy (the "Assignee").

WHEREAS, the Assignor has adopted in the United States the trademark/s listed in the Schedule hereto and is the owner of the registration/s thereof shown in the said Schedule; and

WHEREAS, the Assignee wishes to acquire all of Assignor's rights in and to the Trademark/s and the goodwill associated therewith.

NOW THEREFORE, for nominal and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby assigns, transfers and conveys to the Assignee all rights, title and interests in and to the Trademarks and registrations thereof together with the goodwill of the business which is symbolized by the Trademarks and with the right to recover for damages and profits and all other remedies for past infringements thereof.

THE SCHEDULE

MARK	TRADEMARK REGISTRATION NO.	REGISTRATION DATE
1) POMI'	1296585	17 August 2004

Assignor: Parmalat S.p.A.

Enrico Bondi

By: Enrico Bondi

Title: Managing Director

Assignee: Boschi Food & Beverages S.p.A.

Marco Crotti

By: Marco Crotti

Title: PRESIDENT