

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
LAURA'S LEAN BEEF COMPANY		12/28/2007	CORPORATION: KENTUCKY

RECEIVING PARTY DATA

Name:	LLB ACQUISITION LLC
Street Address:	4320 VON KARMAN
City:	NEWPORT BEACH
State/Country:	CALIFORNIA
Postal Code:	92660
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Registration Number:	1615893	LAURA'S LEAN BEEF
Registration Number:	2165065	1-800-ITS-LEAN
Registration Number:	2260025	TASTE WHAT COMES NATURALLY
Registration Number:	2457116	WWW.LAURASLEANBEEF.COM
Registration Number:	2973141	GOODNESS WITHOUT GUILT
Registration Number:	2817447	GOODNESS FROM THE FAMILY FARM
Registration Number:	2903180	THE GOODNESS OF LAURA'S LEAN BEEF
Registration Number:	3276558	HEALTHY BEEF MADE SIMPLE
Registration Number:	3216634	AMERICAN RANGE NATURAL BEEF
Registration Number:	3328594	"TASTE WHAT COMES NATURALLY*" LAURA'S LEAN BEEF
Registration Number:	3316657	LAURA
Serial Number:	78695395	AMERICAN RANGE

CORRESPONDENCE DATA

OP \$315.00 1615893

Fax Number: (310)789-1405
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 310-789-1205
Email: eudoekwere@troygould.com
Correspondent Name: EKONG I UDOEKWERE
Address Line 1: 1801 Century Park East, Suite 1600
Address Line 4: LOS ANGELES, CALIFORNIA 90027

NAME OF SUBMITTER:	EKONG I UDOEKWERE
Signature:	/EKONG UDOEKWERE/
Date:	01/08/2008

Total Attachments: 2
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ASSIGNMENT OF TRADEMARKS

WHEREAS, LAURA'S LEAN BEEF COMPANY, a Kentucky corporation (the "Company"), has used in commerce, and obtained United States trademark registrations with the United States Patent and Trademark Office ("USPTO) for, the trademarks listed on Exhibit A attached hereto (collectively, the "Company Trademarks"); and

WHEREAS, Laura A. Freeman and John E. Tobe (collectively, the "Principal Shareholders") and the Company, on the one hand, and LLB Acquisition LLC, a Delaware limited liability company (the "Purchaser"), on the other hand, have entered into that certain Asset Purchase Agreement, dated as of the date hereof (the "Purchase Agreement"), pursuant to which the Company is transferring to the Purchaser certain assets, and the Purchaser is assuming certain liabilities and obligations of the Company, as more fully set forth in the Purchase Agreement.

NOW THEREFORE for good and valuable consideration, the receipt, sufficiency and adequacy of which is hereby acknowledged, the Company does hereby grant, transfer and assign to the Purchaser, effective as of the date hereof, all of the Company's right, title, and interest in and to the Company Trademarks throughout the world, together with the goodwill of the businesses in connection with which the Company Trademarks is used and which is symbolized by the Company Trademarks, and the identified USPTO registrations of the Company Trademarks, along with the right to recover for damages and profits for past infringements thereof.

The Company agrees to execute and deliver at the request of the Purchaser, all documents, instruments and assignments, and to perform any other reasonable acts the Purchaser may require in order to vest all of the Company's right, title, and interest in and to the Company Trademarks in the Purchaser and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Purchaser, to the extent such evidence is in the possession or control of the Company.

This Assignment of Trademarks is executed and delivered pursuant and subject to Purchase Agreement. Reference is hereby made to the Purchase Agreement for further particulars with reference to Purchaser's rights in, to, and with respect to said Company Trademarks and other assets.

[Signature page follows]

IN WITNESS WHEREOF, the undersigned has executed this Assignment as of this 28th day of December 2007.

LAURA'S LEAN BEEF COMPANY



By: John E. Tobe

Its: Chairman of the Board