

## 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
Grande Foods		06/23/2008	CORPORATION: CALIFORNIA

## RECEIVING PARTY DATA

Name:	SOH IP Company, Inc.
Street Address:	1 E Camelback Road
Internal Address:	Suite 550-11
City:	Phoenix
State/Country:	ARIZONA
Postal Code:	85012
Entity Type:	CORPORATION: ARIZONA

## PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	0876659	FIESTAS
Registration Number:	2740724	PADRINOS NACHO
Registration Number:	2743467	PADRINOS HEAT
Registration Number:	2740723	PADRINOS COOL
Registration Number:	1662647	PADRINOS
Registration Number:	1386210	COMPADRES
Registration Number:	1296586	GRANDE

## CORRESPONDENCE DATA

Fax Number: (202)955-5564

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 2024192407

Email: elizabeth.vary@hklaw.com

Correspondent Name: Elizabeth F. Vary, Holland &amp; Knight LLP

Address Line 1: 2099 Pennsylvania Avenue, NW

TRADEMARK

REEL: 003800 FRAME: 0779

900109601

OP \$190.00 0876659

Address Line 2:	Suite 100
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20006

NAME OF SUBMITTER:	Elizabeth F. Vary
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Signature:	/elizabeth f. vary/
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Date:	06/23/2008
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Total Attachments: 2  
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source=grandeass\_Jun\_23\_2008\_12\_41\_25\_461#page2.tif

### ASSIGNMENT OF TRADEMARKS

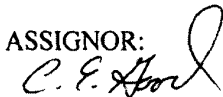
**WHEREAS**, Grande Foods, a California corporation (hereinafter "Assignor"), is owner of the trademarks and the United States Patent and Trademark Office trademark registrations set forth and identified in Schedule A hereto, along the good will of the business connected with the use of and symbolized thereby (hereinafter collectively "Marks and Registrations") and wishes to assign all right, title and interest in and to the Marks and Registrations and all good will of the business associated therewith, to SOH IP Company, Inc. (hereinafter "Assignee"); and

**WHEREAS**, Assignee wishes to purchase all right, title and interest of Assignor in and to the Marks and Registrations, including the good will of the business associated therewith and symbolized thereby.

**NOW, THEREFORE**, for the sum and value of \$10.00 and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged and confessed, the Assignor hereby sells, assigns, transfers and sets over unto the Assignee, without reservation, the entire right, title and interest in and to the Marks and Registrations, together with the good will of the Assignor's business connected with the use of and symbolized thereby, and with the right to sue and recover for past infringements of the Marks and Registrations.

I declare under penalty of perjury that the foregoing is true and correct. Executed on the 23rd day of June, 2008, pursuant to the provisions of 28 U.S.C. Section 1746(2).

ASSIGNOR:

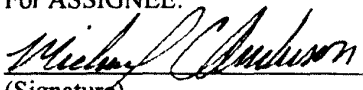


(Signature)

Charles E. Good  
Vice President

23 JUN 08  
(Date)

For ASSIGNEE:



(Signature)

Michael C. Anderson  
Assistant Secretary

23 JUN 08  
(Date)

## **SCHEDULE A**

	<b>Serial Number</b>	<b>Reg. Number</b>	<b>Trademark</b>
1	72295473	0876659	FIESTAS
2	76234638	2740724	PADRINOS NACHO
3	76234635	2743467	PADRINOS HEAT
4	76234632	2740723	PADRINOS COOL
5	74102644	1662647	PADRINOS & Design
6	73549427	1386210	COMPADRES
7	73392499	1296586	GRANDE