

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Industria Nacional de Conservas S.A. La Constancia		08/12/2008	CORPORATION: COLOMBIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Colombina S.A.		
<b>Street Address:</b>	La Paila		
<b>City:</b>	Zarzal, Valle		
<b>State/Country:</b>	COLOMBIA		
<b>Entity Type:</b>	CORPORATION: COLOMBIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1545484	LA CONSTANCIA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(626)577-8800		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(626) 795-9900		
<b>Email:</b>	pto@cph.com		
<b>Correspondent Name:</b>	Christie, Parker & Hale, LLP		
<b>Address Line 1:</b>	P.O. Box 7068		
<b>Address Line 4:</b>	Pasadena, CALIFORNIA 91109-7068		
<b>ATTORNEY DOCKET NUMBER:</b>	46328/C620		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Christie, Parker & Hale, LLP		
<b>Address Line 1:</b>	P.O. Box 7068		
<b>Address Line 4:</b>	Pasadena, CALIFORNIA 91109-7068		

CH \$40.00 1545484

NAME OF SUBMITTER:	Michael J. MacDermott
Signature:	/Michael J. MacDermott/
Date:	09/05/2008
Total Attachments: 2 source=46328_Assignment#page1.tif source=46328_Assignment#page2.tif	

TRADEMARK

**TRADEMARK ASSIGNMENT**

**WHEREAS, INDUSTRIA NACIONAL DE CONSERVAS S.A. LA CONSTANCIA**, a Colombia corporation, having a place of business at carrera 36 N° 17B-54, Bogota, Colombia ("ASSIGNOR" herein), is the owner of the following mark as evidenced by its registration in the United States Trademark Office.

<u>Mark</u>	<u>Reg No.</u>	<u>Reg. Date</u>	<u>Docket No.</u>
LA CONSTANCIA (stylized)	1,545,484	June 27, 1989	46328/C620

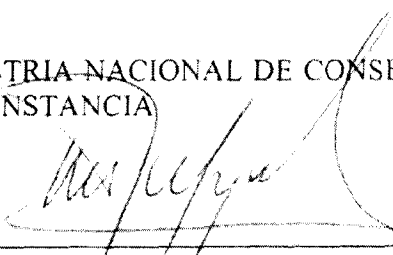
**WHEREAS, COLOMBINA S.A.**, a Colombia corporation, having a place of business at La Paila, Zarzal, Valle, Colombia ("ASSIGNEE" herein), desires to acquire said mark and the above-identified registration thereof.

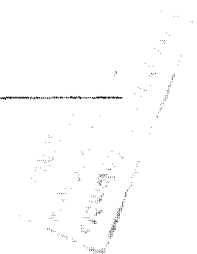
**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign unto said ASSIGNEE all right, title and interest in and to the said mark and said registration, and all rights and privileges pertaining to said mark, together with that part of the goodwill of the business connected with the use of and symbolized by the mark.

ASSIGNOR further agrees that it shall render all reasonable assistance to ASSIGNEE, and will, from time-to-time, execute all instruments and documents necessary to maintain, preserve or protect said mark and said registration, and to perfect the record title of ASSIGNEE in and to said mark and said registration.

INDUSTRIA NACIONAL DE CONSERVAS S.A.  
LA CONSTANCIA

Date Cali, Colombia, August 12, 2008

By   
Name: Hernán Darío Mejía Álvarez  
Title: Legal Representative



**TRADEMARK ASSIGNMENT**  
**Docket No. 46328/C620**

On Cali, Colombia, before me, **Jaime Jordán Mejía**, Notary Public, personally appeared **Hernán Darío Mejía Alvarez**, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of Colombia, that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature of Notary (Seal)

MM/rwo