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TO: LOUIS K. EBLING COMPANY: 255 EAST FIFTH STREET

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT																										
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT																										
EFFECTIVE DATE:	02/15/2008																										
CONVEYING PARTY DATA																											
<table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>Publicidad Eficaz, S.A. de C.V.</td> <td></td> <td>08/08/2008</td> <td>CORPORATION: MEXICO</td> </tr> </tbody> </table>				Name	Formerly	Execution Date	Entity Type	Publicidad Eficaz, S.A. de C.V.		08/08/2008	CORPORATION: MEXICO																
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CORRESPONDENCE DATA																											
Fax Number:	(513)762-7944																										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>																											
Phone:	(513) 455-7644																										
Email:	ike@gdm.com																										
Correspondent Name:	Louis K. Ebling																										
Address Line 1:	255 East Fifth Street																										
Address Line 2:	2900 Chemed Center																										
Address Line 4:	Cincinnati, OHIO 45202																										
ATTORNEY DOCKET NUMBER:	108128.1																										
DOMESTIC REPRESENTATIVE																											

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TRADEMARK
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TO: LOUIS K. EBLING COMPANY: 255 EAST FIFTH STREET

Name:	Louis K. Ebling
Address Line 1:	255 East Fifth Street
Address Line 2:	2900 Chemed Center
Address Line 4:	Cincinnati, OHIO 45202
NAME OF SUBMITTER:	Louis K. Ebling
Signature:	/Louis Ebling/
Date:	10/20/2008
Total Attachments: 2 source=FRUTIER Assignment first page#page1.tif source=FRUTIER Assignment exhibit#page1.tif	

NUNC PRO TUNC ASSIGNMENT

WHEREAS, Publicidad Eficaz, S.A. de C.V., a corporation organized and existing under the laws of Mexico and having a place of business at Avenida San Jeronimo, 813 Poniente, Colonia San Jeronimo in Monterrey, Nuevo Leon, Mexico ("Assignor"), is the owner of all right, title, and interest in and to the trademarks that are the subject of the registration and application identified in Exhibit A hereto (the "Marks"); and

WHEREAS, Desarrolladora Arca, S.A. de C.V., a corporation organized and existing under the laws of Mexico and having a place of business at Avenida San Jeronimo, 813 Poniente, Colonia San Jeronimo in Monterrey, Nuevo Leon, Mexico ("Assignee"), wishes to acquire any and all rights Assignor has in and to the Marks and the registrations thereof, together with the good will of the business in connection with which the Marks are used and which are symbolized by the Marks, along with the right to sue and recover for damages and profits for past infringements thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell and assign unto Assignee, ~~as of February 15, 2008~~ *as of* Assignor's right, title, and interest in and to the Marks and the registrations thereof, together with the good will of the business in connection with which the Marks are used and which is symbolized by the Marks, along with the right to sue and recover for damages and profits for past infringements thereof.

Assignor agrees to execute and deliver, at the request of Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts Assignee may require in order to vest all Assignor's right, title, and interest in and to the Marks and the registrations thereof and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Assignee, to the extent that such evidence is in the possession or control of Assignor.

IN WITNESS WHEREOF, Assignor and Assignee have caused this instrument to this *3th*, *of* *September 2008*.

PUBLICIDAD EFICAZ, S.A. de C.V. (A)

By: *[Signature]*

Name: *Leonel Cruz*

Title: Attorney-in-fact

DESARROLLADORA ARCA, S.A. de C.V.

By: *[Signature]*

Name: *Adrian Wong*

Title: Attorney-in-fact

Date: *3th day of September*

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