

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--|-----------------------|-------------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| 505 Group LLC | | 11/06/2008 | LIMITED LIABILITY COMPANY: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | CCP Innovative Foodbrands LLC | | |
| Street Address: | 17383 Sunset Boulevard | | |
| Internal Address: | Suite A210 | | |
| City: | Pacific Palisades | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 90272 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: DELAWARE | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 77406241 | 505 SOUTHWESTERN | |
| Registration Number: | 2577049 | 505 SOUTHWESTERN | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (617)345-1300 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 617-345-1341 | | |
| Email: | matm@nixonpeabody.com | | |
| Correspondent Name: | Michelle A. Massicotte | | |
| Address Line 1: | 100 Summer Street | | |
| Address Line 2: | Nixon Peabody LLP | | |
| Address Line 4: | Boston, MASSACHUSETTS 02110 | | |
| ATTORNEY DOCKET NUMBER: | 038726-1 | | |
| NAME OF SUBMITTER: | Michelle A. Massicotte | | |

CH \$65.00 77406241

Signature:

/Michelle A. Massicotte/

Date:

11/12/2008

Total Attachments: 3

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TRADEMARK ASSIGNMENT

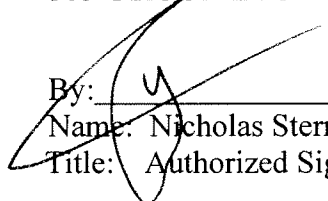
WHEREAS, 505 GROUP LLC, a Delaware limited liability company, having a business address at 17383 Sunset Boulevard, Suite A210, Pacific Palisades, CA 90272 ("Assignor") has adopted and used the trademarks listed in Schedule A attached hereto and made a part hereof (the "Trademarks") and is the owner of the Trademarks, and any applications and registrations thereof specified in said Schedule; and

WHEREAS, Assignor desires to transfer to CCP INNOVATIVE FOODBRANDS LLC, a Delaware limited liability company, having a business address at 17383 Sunset Boulevard, Suite A210, Pacific Palisades, CA 90272 ("Assignee"), all of Assignor's rights including any rights at common law, in and to the Trademarks and the goodwill associated therewith.

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

IN WITNESS WHEREOF, Assignor has executed this assignment by its duly authorized officer and its seal affixed hereto as of this 6 day of November, 2008.

505 GROUP LLC

By: 
Name: Nicholas Sternberg
Title: Authorized Signatory

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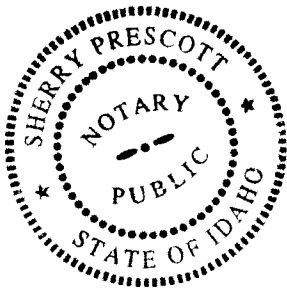
ACKNOWLEDGMENT CERTIFICATE

State of Idaho)
County of Ada) ss.

On this 6th day of November, in the year of 2008, before me, the undersigned notary public, personally appeared Nicholas Sternberg, proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument, and acknowledged that he executed the same.

Sherry Prescott
Notary Public

My commission expires: 11-12-11



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SCHEDULE A

| Trademark | Country | Application No./ Registration No. | Application Date/ Registration Date |
|--------------------------------|---------|--------------------------------------|--|
| 505 SOUTHWESTERN | U.S. | 77/406241 | 2/26/2008 |
| 505 SOUTHWESTERN (stylized) | U.S. | 2,577,049 | 6/11/2002 |
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