

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
Prestige Food Group LLC		11/06/2008	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	TVBG 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: 9

Property Type	Number	Word Mark
Registration Number:	0816704	CHRIS' & PITT'S
Registration Number:	2804928	BAKERS EXPRESS
Registration Number:	2696557	FULLY LOADED
Registration Number:	2696532	LOAD-IT
Registration Number:	2580266	NATIONAL HARVEST
Registration Number:	3121697	POTATO QUICK
Registration Number:	3410660	OH BOY! BRAND
Serial Number:	77406241	505 SOUTHWESTERN
Registration Number:	2577049	505 SOUTHWESTERN

CORRESPONDENCE DATA

Fax Number: (617)345-1300
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

CH \$240.00 0816704

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
Signature:	/Michelle A. Massicotte/
Date:	12/03/2008

Total Attachments: 3
source=TVBGTMAssign#page1.tif
source=TVBGTMAssign#page2.tif
source=TVBGTMAssign#page3.tif

TRADEMARK ASSIGNMENT

WHEREAS, PRESTIGE FOOD 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 TVBG 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 6th day of November, 2008.

PRESTIGE FOOD GROUP LLC

By: _____

Name: Nicholas Sternberg

Title: Authorized Signatory

=====

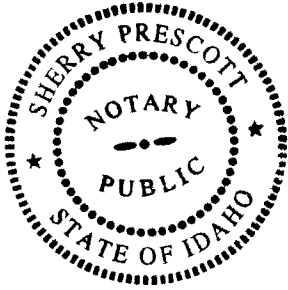
ACKNOWLEDGMENT CERTIFICATE

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



TRADEMARK ASSIGNMENT

SCHEDULE A

Trademark	Country	Application No./ Registration No.	Application Date/ Registration Date
CHRIS' & PITT'S	U.S.	816,704	10/11/1996
BAKERS EXPRESS (AND DESIGN)	U.S.	2,804,928	1/13/2004
FULLY LOADED	U.S.	2,696,557	3/11/2003
LOAD-IT	U.S.	2,696,532	3/11/2003
NATIONAL HARVEST	U.S.	2,580,266	6/11/2002
POTATO QUICK	U.S.	3,121,697	7/25/2006
OH BOY! BRAND (and Design)	U.S.	3,410,660	4/8/2008
505 SOUTHWESTERN	U.S.	77/406241	2/26/2008
505 SOUTHWESTERN (stylized)	U.S.	2,577,049	6/11/2002