

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<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>
Prime Choice Foods West		12/16/2008	CORPORATION: NEVADA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Gomez Family Enterprises, Inc.		
<b>Street Address:</b>	103 Thomas Road		
<b>City:</b>	Bristol		
<b>State/Country:</b>	VIRGINIA		
<b>Postal Code:</b>	24201		
<b>Entity Type:</b>	CORPORATION: NEVADA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1939699	MESA GRANDE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(276)466-8161		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	2764668400		
<b>Email:</b>	mlawson@elliottlawson.com		
<b>Correspondent Name:</b>	Mark M. Lawson		
<b>Address Line 1:</b>	110 Piedmont Avenue		
<b>Address Line 4:</b>	Bristol, VIRGINIA 24201		
<b>NAME OF SUBMITTER:</b>	Mark M. Lawson		
<b>Signature:</b>	/Mark M. Lawson/		
<b>Date:</b>	01/07/2009		

OP \$40.00 1939699

Total Attachments: 2  
 source=20081216 PCFW assign marks to GFE#page1.tif

**900124079**

**TRADEMARK  
 REEL: 003914 FRAME: 0441**



ASSIGNMENT OF TRADEMARKS

WHEREAS, Prime Choice Foods West ("Assignor"), is the owner of the trademark registrations and trademark application identified on Schedule A (the "Marks").

WHEREAS, Assignor desires to assign, convey, transfer and deliver all of Assignor's right, title and interest in and to the Marks to Gomez Family Enterprises, Inc. ("Assignee"), and Assignee desires to assume and accept from Assignor Assignor's right, title and interest in and to the Marks; and

WHEREAS, Assignor and Assignee have entered into an Trademark License Agreement dated as of the date hereof, pursuant to which Assignee has agreed, *inter alia*, to grant to Assignor a NON-EXCLUSIVE, WORLDWIDE, PERPETUAL, and ROYALTY-FREE license to use the Marks, in return for the assignment herein described;

NOW, THEREFORE, for good and valuable consideration paid by Assignee, the receipt of which is hereby acknowledged, Assignor hereby assigns, conveys, transfers and delivers to Assignee all of Assignor's right, title and interest in and to the Marks and all goodwill associated therewith.

IN WITNESS WHEREOF, the undersigned have caused this Assignment of Trademarks to be signed by duly authorized corporate officers as of this 16<sup>th</sup> day of December, 2008.

PRIME CHOICE FOODS WEST

By: Jose G. Gomez

Name: Jose G. Gomez

Title: President

**SCHEDULE A**  
**Assigned Trademarks**

**1. Trademarks**

MARK	COUNTRY	REGISTRATION NO.
GREAT WESTERN AUTHENTIC NACHOS	USA	1,391,769
GREAT WESTERN AUTHENTIC DOS HOMBRES AUTHENTICO	USA	1,646,190
BUFFALO BILL'S	USA	1,796,016
MESA GRANDE	USA	1,939,699
LOS FRESCOS	USA	1,938,449
LA PRIMERA	USA	2,711,047
TAQUERIA CHIPS	USA	2,773,297
BUFFALO BILL'S	USA	2,830,301
TAQUERIA STYLE	USA	2,863,367