

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
Prime Choice Foods West		12/16/2008	CORPORATION: NEVADA
RECEIVING PARTY DATA			
Name:	Gomez Family Enterprises, Inc.		
Street Address:	103 Thomas Road		
City:	Bristol		
State/Country:	VIRGINIA		
Postal Code:	24201		
Entity Type:	CORPORATION: NEVADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2711047	LA PRIMERA	
CORRESPONDENCE DATA			
Fax Number:	(276)466-8161		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2764668400		
Email:	mlawson@elliottlawson.com		
Correspondent Name:	Mark M. Lawson		
Address Line 1:	110 Piedmont Avenue		
Address Line 4:	Bristol, VIRGINIA 24201		
NAME OF SUBMITTER:	Mark M. Lawson		
Signature:	/Mark M. Lawson/		
Date:	01/07/2009		

Total Attachments: 2
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**TRADEMARK
 REEL: 003914 FRAME: 0461**

OP \$40.00 2711047

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 16th 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