

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	12/25/2008

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Prime Choice Foods, Inc.		12/25/2008	CORPORATION: VIRGINIA

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:	3259999	GO-MEX

CORRESPONDENCE DATA

Fax Number: (276)466-8161
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 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:	03/27/2009

OP \$40.00 3259999

Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS

WHEREAS, Prime Choice Foods, Inc. ("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 25 day of December, 2008.

PRIME CHOICE FOODS, INC.

By: Jose G. Gomez

Name: Jose G. Gomez

Title: President / CEO

SCHEDULE A
Assigned Trademarks

1. Trademarks

MARK	COUNTRY	REGISTRATION NO.
GO-MEX	USA	3,250,999