

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
SOFO & Son Importing Company		03/25/2009	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	Bellissimo Foods Company, LLC		
Street Address:	1777 North California Boulevard, Suite 305		
City:	Walnut Creek		
State/Country:	CALIFORNIA		
Postal Code:	94596		
Entity Type:	LIMITED LIABILITY COMPANY: TEXAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2279522	ALTISSIMA QUALITA HIGHEST QUALITY	
CORRESPONDENCE DATA			
Fax Number:	(858)678-5099		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(858) 678-5070		
Email:	tmdoctc@fr.com		
Correspondent Name:	Fish & Richardson P.C.		
Address Line 1:	P.O. Box 1022		
Address Line 4:	Minneapolis, MINNESOTA 55440-1022		
ATTORNEY DOCKET NUMBER:	14511-0036001.E		
NAME OF SUBMITTER:	Lisa M. Martens		
Signature:	/lisa m martens/		
Date:	04/08/2009		

CH \$40.00 2279522

Total Attachments: 2
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ASSIGNMENT

WHEREAS, SOFO & Son Importing Company, a corporation organized and existing under the laws of the State of Ohio, having a place of business at 253 Waggoner Boulevard, Toledo, Ohio 43612 ("Assignor") has adopted, used and is using the mark "ALTISSIMA QUALITA HIGHEST QUALITY & Design" (depicted below and herein referred to as the "Mark") in the U.S. and worldwide and owns Registration Number 2,279,522.



WHEREAS, Bellissimo Foods Company, LLC, a limited liability company organized and existing under the laws of the State of Texas, having a place of business at 11502 S. Main, Ste 230, Houston, Texas 77025 ("Assignee"), desires to acquire the Mark together with the good will of the business.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee, its successors and assigns all right, title and interest in and to the Mark together with the good will of the business symbolized by the Mark, including any registrations that may have issued or applications that are pending in Assignor's name for the Mark, including that for Registration Number 2,279,522. Assignor further sells, assigns and transfers unto Assignee its entire right, title and interest in and to any and all causes of action and rights of recovery for past infringement of the Mark.

Assignor covenants that it or its representatives will, upon the request and at the expense of Assignee, do all other lawful acts necessary to enable Assignee to obtain, maintain and enforce full benefits from the rights and interests herein assigned.

This assignment shall be binding upon the successors and assigns of Assignor and shall inure to the benefit of the successors and assigns of Assignee.

IN WITNESS WHEREOF, said Assignor, has executed and delivered this instrument this _____ day of _____, 2009.

SOFO & SON IMPORTING COMPANY

Date: _____ By: [Signature]
Name: MIKE SOFO
Title: PRES.

BELLISSIMO FOODS COMPANY, LLC

Date: 3/25/09 By: [Signature]
Name: Robert Troy
Title: President

STATE OF _____)
) SS.
COUNTY OF _____)

On 3/25/09, before me, the undersigned, a notary public for the State of OHIO personally appeared Mike Sofo known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within Assignment, and acknowledged to me that she/he executed the same in she/he authorized capacity and that by she/he signature on the Assignment the person or the entity upon behalf of which the person acted executed the Assignment.

WITNESS my hand and official seal.



COSIMO J. FIGLIOMENI
Notary Public, State of Ohio
My Commission Expires 03-10-2013

[Signature]
Notary Public