

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
Mr. Plinio Jorge Garcia Jr.		08/11/2009	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Chef Merito, Inc.		
Street Address:	7915 Sepulveda Boulevard		
City:	Van Nuys		
State/Country:	CALIFORNIA		
Postal Code:	91405		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1743287	SABROSITO!	
CORRESPONDENCE DATA			
Fax Number:	(310)229-9901		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	310-229-9946		
Email:	jvwhiting@venable.com		
Correspondent Name:	Jennifer V. Whiting		
Address Line 1:	2049 Century Park East		
Address Line 2:	Suite 2100		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	90916.255036		
NAME OF SUBMITTER:	Jennifer V. Whiting		
Signature:	/jennifer v whiting/		
Date:	08/13/2009		

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Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, Plinio Jorge Garcia, Jr. ("*Assignor*"), an individual, is the owner of the United States Trademark Registration and the CTM Trademark Application (the "*Trademarks*") shown on Schedule "A" attached hereto and of the goodwill of the business symbolized by said Trademarks:

WHEREAS, Chef Merito is a California corporation (hereinafter "*Assignee*"), having a principal place of business at 7915 Sepulveda Boulevard, Van Nuys, California 91405; and

WHEREAS, Assignee is desirous of acquiring the entire right, title and interest in and to the Trademarks and the goodwill of the business symbolized by said Trademarks, including the right to sue for past infringements:

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign, sell and transfer unto the said Assignee all of Assignor's right, title and interest in and to the Trademarks listed on Schedule "A" together with the goodwill of the business symbolized by said mark, the same to be held by Assignee for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns and other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made, and the right to sue for past infringements of said Trademarks along with the right to sue for and collect such damages and other remedies for the use and benefit of Assignee and its successors, assigns and other legal representatives.

IN WITNESS WHEREOF, Assignor has executed this Assignment effective as of

August 11, 2009.

ASSIGNOR

Plinio Jorge Garcia, Jr.



Date: *August 11, 2009*

SCHEDULE "A"

<u>Trademark</u>	<u>Country</u>	<u>Registration No.</u>	<u>Class(es)</u>
SABROSITO!	USA	1743287	25, 30

<u>Trademark</u>	<u>Country</u>	<u>Serial No.</u>	<u>Class(es)</u>
SABROSITO!	CTM	001785641	29, 30