

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
La Fronteriza, LLC		08/13/2009	LIMITED LIABILITY COMPANY: OHIO
RECEIVING PARTY DATA			
Name:	Azteca Foods, Inc.		
Street Address:	5005 S. Nagle		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60638		
Entity Type:	CORPORATION: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1393460	LA FRONTERIZA	
CORRESPONDENCE DATA			
Fax Number:	(312)368-3873		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	312-855-4605		
Email:	lrothstein@chuhak.com		
Correspondent Name:	Lisa A. Rothstein, Chuhak & Tecson, P.C.		
Address Line 1:	30 S. Wacker Drive, Suite 2600		
Address Line 4:	Chicago, ILLINOIS 60606		
NAME OF SUBMITTER:	Lisa A. Rothstein, AttorneyforRegistrant		
Signature:	/Lisa A. Rothstein/		
Date:	08/18/2009		
Total Attachments: 1			

OP \$40.00 1393460

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**TRADEMARK
 REEL: 004048 FRAME: 0444**

ASSIGNMENT OF TRADEMARK

A. La Fronteriza, LLC, an Ohio limited liability company ("Assignor"), owns, has adopted, has used and is using the trademark listed below, which is registered under the registration number corresponding to such mark (the "Trademark").

<u>Mark</u>	<u>Registration Number</u>
La Fronteriza	1393460

B. Azteca Foods, Inc., an Illinois corporation ("Assignee") is desirous of acquiring the Trademark and the goodwill of the business associated with the Trademark.

For and in consideration of the sum of One Hundred Dollars (\$100.00) and for other good and valuable consideration, the receipt, adequacy and sufficiency of which is hereby acknowledged, Assignor does hereby assign, sell and transfer to Assignee its entire right, title, and interest anywhere in the world in and to the Trademark and the registration related thereto, the goodwill of the business symbolized by the Trademark, and any claims by Assignor against third parties for past, present and future infringement of Trademark.

Assignor has caused this Assignment to be executed by its duly authorized Manager as of the 13 day of August, 2009.

La Fronteriza, LLC,
an Ohio limited liability company

By: 

Name: Arthur R. Velasquez

Title: Manager