

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Adventurous Concepts, LLC		03/27/2009	LIMITED LIABILITY COMPANY: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Mendocino Farms, LLC		
<b>Street Address:</b>	P.O. Box 712327		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90071		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3352435	MENDOCINO FARMS	
Registration Number:	3369436	MENDOCINO FARMS SANDWICHES AND MARKETPLACE	
Serial Number:	77380553	ECO-ARTISAN	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(503)778-5499		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	503-778-5320		
<b>Email:</b>	almurray@dwt.com		
<b>Correspondent Name:</b>	J. Alfred Murray, Davis Wright Tremaine		
<b>Address Line 1:</b>	1300 SW Fifth Avenue, Suite 2300		
<b>Address Line 4:</b>	Portland, OREGON 97201-5630		
<b>ATTORNEY DOCKET NUMBER:</b>	81731-1 RN 3,352,435		
<b>NAME OF SUBMITTER:</b>	J. Alfred Murray, Davis Wright Tremaine		

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**TRADEMARK  
 REEL: 004064 FRAME: 0604**

Signature:	/J. Alfred Murray/
Date:	09/18/2009
Total Attachments: 1 source=Trademark Assignment - Mendocino Farms#page1.tif	

**TRADEMARK ASSIGNMENT**

WHEREAS, Adventurous Concepts, LLC ("Assignor"), a California limited liability company with a principal place of business at P.O. Box 712327, Los Angeles, California 90071, is the owner of the following trademarks and associated registrations and applications:

Jurisdiction	Mark	Registration or Application No.
United States (Federal)	MENDOCINO FARMS	3,352,435
United States (Federal)	MENDOCINO FARMS & Design	3,369,436
United States (Federal)	ECO-ARTISAN	77/380553

WHEREAS, Mendocino Farms, LLC, Assignee, a Delaware limited liability company with a principal place of business at P.O. Box 712327, Los Angeles, California 90071, is desirous of acquiring said trademarks, registrations, and applications;

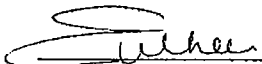
WHEREAS, in the application Adventurous Concepts, LLC, has applied to register the trademark ECO-ARTISAN on the Principal Register in the United States Patent and Trademark Office based on Assignor's *bona fide* intent to use the trademark in commerce in connection with such goods/services, but has not yet filed an allegation of use under 15 U.S.C. §§ 1051(c) or 1051(d); and

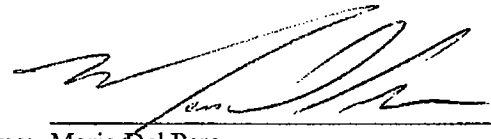
WHEREAS, Adventurous Concepts, LLC, is willing to assign the trademarks, registrations, and applications, and all rights associated therewith, as part of the entire business or portion thereof to which the trademarks, registrations, and application pertains as required by 15 U.S.C. § 1060.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Adventurous Concepts, LLC, does hereby assign unto Mendocino Farms, LLC, all right, title and interest, including common law rights, in the United States of America and all other countries and jurisdictions of the world in and to the above trademarks, registrations, and applications, and all other names and marks similar to or based upon them ("Names and Marks"); the goodwill of the business associated therewith and symbolized thereby; all registrations and pending applications associated with the Names and Marks (including without limitation those listed above); all rights of priority therein in any jurisdiction of the world as may now or hereafter be granted to it by law, treaty or other international convention; and all rights, interests, claims and demands recoverable in law or in equity, that Adventurous Concepts, LLC, has or may have in profits and damages for past, present and future infringements thereof, including but not limited to the right to compromise, sue for and collect said profits and damages.

Signed at Los Angeles, California, this 27<sup>th</sup> day of March, 2009.

**ADVENTUROUS CONCEPTS, LLC,**  
a California limited liability company

By:   
Name: Ellen Chen  
Its: Manager

By:   
Name: Mario Del Pero  
Its: Manager