

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
Bellissimo Foods of Texas		10/27/2009	LIMITED LIABILITY COMPANY: TEXAS
RECEIVING PARTY DATA			
Name:	Bellissimo Foods Company, LLC		
Street Address:	1777 North California Boulevard		
Internal Address:	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	
Serial Number:	77772665	ALTISSIMA QUALITA	
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:	hyde@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:	14511-0035001.E		
NAME OF SUBMITTER:	Andrew M. Abrams		
Signature:	/andrew m abrams/		

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**TRADEMARK
 REEL: 004087 FRAME: 0314**

Date:

10/29/2009

Total Attachments: 2

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ASSIGNMENT

WHEREAS, Bellissimo Foods of Texas, a limited liability company organized and existing under the laws of the State of Texas, having a place of business at 11502 South Main Street, Suite 230, Houston, Texas 77025 ("Assignor") has adopted, used, is using and has applied to register the mark ALTISSIMA QUALITA (herein referred to as the "Mark") in the U.S.

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 1777 North California Boulevard, Suite 305, Walnut Creek, California 94596 ("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 of U.S. Trademark Serial Number 77/772,665 filed on July 1, 2009. 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 27 day of October 2009.

BELLISSIMO FOODS OF TEXAS

Date: Oct 27, 2009

By: [Signature]

Name: Peter Thor

Title: President

BELLISSIMO FOODS COMPANY, LLC

Date: Oct 27, 2009

By: [Signature]

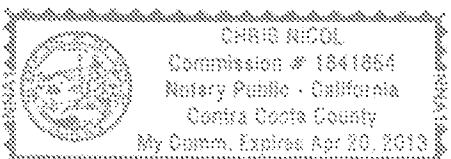
Name: Peter Thor

Title: President

STATE OF California)
COUNTY OF Contra Costa) SS.

On Oct. 27, 2009, before me, the undersigned, a notary public for the State of Ca personally appeared Peter Thor 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.



[Signature]
Notary Public