

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Arizona Canning Company, LLC		02/19/2010	LIMITED LIABILITY COMPANY: ARIZONA
RECEIVING PARTY DATA			
Name:	La Costena USA, Inc.		
Street Address:	8755 So. Rita Road		
City:	Tucson		
State/Country:	ARIZONA		
Postal Code:	85747		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1748686	LUCK'S	
Registration Number:	0819220	LUCK'S	
CORRESPONDENCE DATA			
Fax Number:	(858)458-3005		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	858-458-3000		
Email:	ProsecutionDocketing@paulhastings.com		
Correspondent Name:	Todd M. Schneider		
Address Line 1:	P.O. Box 919092		
Address Line 4:	San Diego, CALIFORNIA 92191-9092		
ATTORNEY DOCKET NUMBER:	70314.00004		
NAME OF SUBMITTER:	Todd M. Schneider		
Signature:	/Todd M. Schneider/		

CH \$65.00 1748686

Date:

02/24/2010

Total Attachments: 6

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TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment"), dated as of February 19, 2010, is entered into by and between ARIZONA CANNING COMPANY, LLC, an Arizona limited liability company ("Assignor") with its principal place of business located at 8755 So. Rita Road, Tucson, Arizona 85747, and LA COSTENA USA, INC., a Delaware corporation ("Assignee") with its principal place of business located at 8755 So. Rita Road, Tucson, Arizona 85747.

WHEREAS, Assignor is the owner of the trademarks, and the associated registrations and/or applications for registration thereof, listed on Exhibit "A" hereto ("Trademarks").

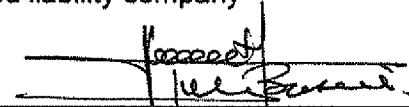
NOW THEREFORE, be it known that for ten dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby irrevocably and unconditionally grants, conveys, transfers, and assigns to Assignee all of Assignor's right, title and interest in and to (a) the Trademarks and all goodwill associated therewith (the "Assigned Rights"), including all common law rights and trademark registration for the Trademarks, 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; and (b) to the extent assignable, all rights to future income, royalties, and license fees deriving from the Trademarks, all causes of actions, claims, and rights to damages or profits, arising by reason of past, present and future infringements of the Trademarks or injury to the goodwill associated with the Trademarks and the right to sue for and collect such damages, as permitted under the applicable laws for any jurisdiction or country in which such claims may be asserted for the use and benefit of Assignee and its successors, assigns and other legal representatives.

FURTHER, Assignor and Assignee agree, from time to time, as and when requested by any party hereto and at such party's expense, to execute and deliver, or cause to be executed and delivered, all such reasonable documents and instruments and shall take, or cause to be taken, all such reasonable further or other actions as the requesting party may reasonably deem necessary or appropriate to evidence and effectuate the transactions contemplated by this Assignment.

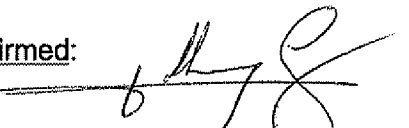



IN WITNESS WHEREOF, each of parties hereto has caused this Assignment to be executed by an authorized representative as of the date first above written.

ARIZONA CANNING COMPANY, LLC, an Arizona limited liability company

By: 
Albert Hoflack Basauri

Its: Manager

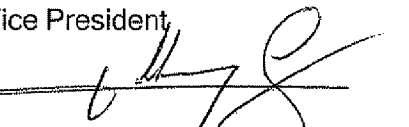
Confirmed: 
By: 
Juan Carlos López Abad

Its: Vice President and Assistant Secretary

LA COSTENA USA, INC., a Delaware corporation

By: 
José Alberto Aranda Bezaury

Its: Vice President

By: 
Juan Carlos López Abad

Its: Vice President

[Signature Page to Trademark Assignment]

Exhibit "A"

Trademarks

U.S. Trademarks

<u>Trademark</u>	<u>Reg. No</u>	<u>Reg. Date</u>
Luck's	1,748,686	January 26, 1993
Luck's	0,819,220	November 22, 1966

Foreign Trademarks

<u>Trademark</u>	<u>Reg. No</u>	<u>Reg. Date</u>	<u>Country</u>
Luck's	409107	March 26, 1992	Mexico
Luck's	409106	March 26, 1992	Mexico
Luck's	21277	March 21, 1995	Trinidad & Tobago

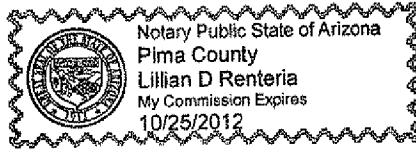
MS

Acknowledgement

State of Arizona)

County of Pima)

S.S.



The foregoing instrument was acknowledged before me this 19th day of February, 2010 by Albert Hottack Basauri (name), General Manager (title) on behalf of ARIZONA CANNING COMPANY, LLC, an Arizona limited liability company.

Lillian D Renteria
Signature of Notary Public

Acknowledgement

State of Arizona)

County of Pima)

S.S.



The foregoing instrument was acknowledged before me this 19th day of February, 2010 by Juan Carlos Lopez Abad (name), Vice Pres and Assis. Sec. (title) on behalf of ARIZONA CANNING COMPANY, LLC, an Arizona limited liability company.

Lillian D Renteria
Signature of Notary Public

Acknowledgement

State of Arizona)
)
County of Pima)

S.S.



The foregoing instrument was acknowledged before me this 19th day of February, 2010 by Jose Alberto Aranda (name), Vice President (title) on behalf of LA COSTENA USA, INC., a Delaware corporation.

Lillian D Renteria
Signature of Notary Public