

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
Gomez Family Enterprises, Inc.		03/02/2010	CORPORATION: NEVADA
RECEIVING PARTY DATA			
Name:	Utz Quality Foods, Inc.		
Street Address:	900 High Street		
City:	Hanover		
State/Country:	PENNSYLVANIA		
Postal Code:	17331		
Entity Type:	CORPORATION: PENNSYLVANIA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	77773109	LA PRIMERA	
Serial Number:	77773103	LA PRIMERA	
Registration Number:	2711047	LA PRIMERA	
CORRESPONDENCE DATA			
Fax Number:	(202)331-4308		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-293-7060		
Email:	vmullineaux@sughrue.com, ksmith@sughrue.com		
Correspondent Name:	Kevin G. Smith, Esq./Sughrue Mion, PLLC		
Address Line 1:	2100 Pennsylvania Avenue, N.W.		
Address Line 2:	Suite 800		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20037-2313		
ATTORNEY DOCKET NUMBER:	800242/GOMEZ ASSIGNMENT		
NAME OF SUBMITTER:	Kevin G. Smith		

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**TRADEMARK
 REEL: 004163 FRAME: 0709**

Signature:	/Kevin G. Smith/
Date:	03/09/2010
Total Attachments: 2 source=800242 Assignment Gomez Family Enterprises-Utz#page1.tif source=800242 Assignment Gomez Family Enterprises-Utz#page2.tif	

EXHIBIT A

TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT ("Assignment") is made as of this 2 day of March, 2010 (the "Effective Date"), by and between Gomez Family Enterprises, Inc., a corporation formed under the laws of Nevada with an address at 103 Thomas Road, Bristol, Virginia, 24201 ("Assignor"), and Utz Quality Foods, Inc., a corporation formed under the laws of Pennsylvania with an address at 900 High Street, Hanover, PA 17331 ("Assignee").

WHEREAS, Assignor has adopted, used, and is using the trademark LA PRIMERA and LA PRIMERA (STYLIZED) (together the "Marks") and owns associated trademark applications and registrations for the Marks including without limitation those identified in Schedule I; and

WHEREAS, Assignee wishes to acquire all right, title and interest in and to the Marks together with the associated good will.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. Assignor hereby assigns to Assignee all right, title, and interest in and to the Marks, ~~all choses in action (including the right to bring suit for past infringement of the Marks)~~, together with the good will of the business symbolized by the Marks, and any trademark and service mark applications and registrations therefor worldwide, including but not limited to those identified in Schedule I.

2. The geographic scope of this Assignment is worldwide.

3. This Assignment may be executed in one or more counterparts, each of which shall be deemed an original, and all of which together shall constitute one and the same agreement.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed as of the day and year first above written.

ASSIGNOR: Gomez Family Enterprises, Inc.

By: 

Name: MAURO J. GOMEZ

Title: V.P.

ASSIGNEE: Utz Quality Foods, Inc.

By: 

Name: DYLAN LISSETTE

Title: VP

Schedule I

Marks

Country	Serial No.	Filed	Registered	Mark	Reg. No.
US	77773109	2009-07-02	N/A	LA PRIMERA	N/A
US	77773103	2009-07-02	N/A	LA PRIMERA	N/A
US	76392189	2002-04-05	2711047	LA PRIMERA	2003-04-29

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