

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	08/31/2005		
CONVEYING PARTY DATA			
	Name	Formerly	Entity Type
	San Vicente Ranch		PARTNERSHIP: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Steven Kent, LLC		
Street Address:	5443 Tesla Road		
City:	Livermore		
State/Country:	CALIFORNIA		
Postal Code:	94550		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
Registration Number:	2844401	LA ROCHELLE	
CORRESPONDENCE DATA			
Fax Number:	(650)330-0831		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(650) 330-0830		
Email:	twright@claim1.com		
Correspondent Name:	Edward S. Wright		
Address Line 1:	1100 Alma Street, Suite 207		
Address Line 4:	Menlo Park, CALIFORNIA 94025		
ATTORNEY DOCKET NUMBER:	TA-75167-3		
NAME OF SUBMITTER:	Edward S. Wright		
Signature:	/esw/		

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Date:

04/28/2010

Total Attachments: 1

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RETROACTIVE TRADEMARK ASSIGNMENT

San Vicente Ranch, a California general partnership, with a place of business in San Jose, California ("San Vicente") is the owner of the trademark LA ROCHELLE and United States Trademark Registration No. 2,844,401 covering the same.

Steven Kent, LLC, a California limited liability company, with a place of business in Livermore, California ("Steven Kent") desires to retroactively acquire the entire right, title and interest in and to the LA ROCHELLE trademark and the registration covering the same.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged:

1. Effective as of the 31st day of August, 2005, San Vicente hereby sells, assigns, transfers and conveys unto Steven Kent the entire right, title and interest in and to the LA ROCHELLE trademark, the registration covering the same (U.S. Reg. No. 2,844,401), and the good will of the business symbolized by the LA ROCHELLE trademark.

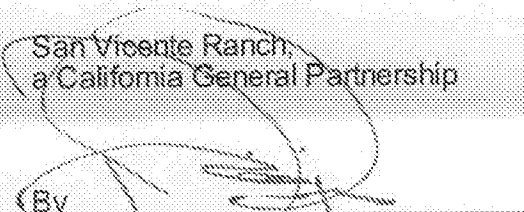
2. San Vicente agrees to cooperate with Steven Kent in order that Steven Kent can fully enjoy the right, title and interest herein conveyed, including the execution and delivery any and all papers, instruments and other documents, as requested by Steven Kent, the giving of testimony, and the performance all reasonable other acts required by Steven Kent.

3. This assignment shall inure to the benefit of and be binding upon the successors, assigns and legal representatives of both San Vicente and Steven Kent.

IN WITNESS WHEREOF, the parties have caused this Assignment to be executed and delivered as of the date written below.

San Vicente Ranch,
a California General Partnership

Dated: April 19, 2010

By 
Daniel Mirassou, Partner