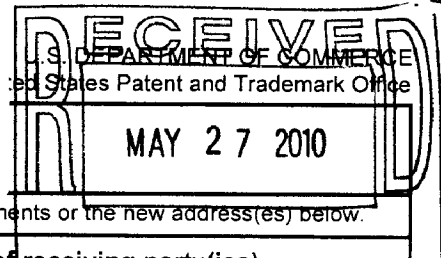


05-28-2010



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REC  
1

To the Director of the U. S. Patent and Trademark Office, please record the attached documents of the new address(es) below.

01.28.5

1. Name of conveying party(ies):

Better Brands, Inc.

- Individual(s)
- General Partnership
- Corporation- State: New York
- Other \_\_\_\_\_
- Association
- Limited Partnership

Citizenship (see guidelines) \_\_\_\_\_

Additional names of conveying parties attached?  Yes  No

3. Nature of conveyance /Execution Date(s) :

Execution Date(s) May 11, 2010

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached?  Yes  No

Name: Fancy Foods, Inc.

Internal Address: \_\_\_\_\_

Address: \_\_\_\_\_

Street Address: B-12 Hunts Point Cooperative Market

City: Bronx

State: New York

Country: U.S.A. Zip: 10474

Association Citizenship \_\_\_\_\_

General Partnership Citizenship \_\_\_\_\_

Limited Partnership Citizenship \_\_\_\_\_

Corporation Citizenship New York

Other \_\_\_\_\_ Citizenship \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

76/698,141; 76/698,895

B. Trademark Registration No.(s)

1,277,283; 1,376,121; 2,192,878; 2,432,334; 2,953,798; 3,395,315

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Myron Amer P.C.

Internal Address: \_\_\_\_\_

Street Address: 350 National Blvd., Suite 2B

City: Long Beach

State: New York Zip: 11561

Phone Number: 516-670-9820

Fax Number: 516-670-9840

Email Address: ma@myronamer.com

6. Total number of applications and registrations involved:

8

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$215.00

- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

Deposit Account Number 05/27/2010 NJAMA1 0000029 76698141

Authorized User Name \_\_\_\_\_

40.00 OP  
82 FC:852E 175.00 OP

9. Signature:

Myron Amer  
Signature

May 24, 2010

Date

Myron Amer  
Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

2

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

## ASSIGNMENT

Effective this 11<sup>th</sup> day of May, 2010, for valuable consideration, the receipt and

adequacy of which is hereby acknowledged, the undersigned owner:

BETTER BRANDS, INC.  
a New York State corporation  
B-12 Hunts Point Cooperative Market  
Bronx, New York 10474

hereby assigns all right, title and interest, in and to:

### TRADEMARK APPLICATIONS

1. Tm. Ser. No. 76/698,141 for LEVONIAN
2. Tm. Ser. No. 76/698,895 for COCINA MIA

### TRADEMARK REGISTRATIONS


1. Tm. Reg. No. 1,277,283 for CASA BELLA
2. Tm. Reg. No. 1,376,121 for GOLD n' FANCY
3. Tm. Reg. No. 2,192,878 for NATURE'S FINEST
4. Tm. Reg. No. 2,432,334 for GOURMET POULET
5. Tm. Reg. No. 2,953,798 for NEW YORK FOOD SERVICE
6. Tm. Reg. No. 3,395,315 for NATURE'S FINEST

including the goodwill of the business symbolized thereby to:

FANCY FOODS, INC.  
a New York State Corporation  
B-12 Hunts Point Cooperative Market  
Bronx, New York 10474

**BETTER BRANDS, INC.**

By:

  
Anthony Dee Secretary

*Myron Amer, P.C.*

*Attorney at Law*

*Patents, Trademarks, Copyrights*

*350 National Boulevard, Suite 2B*

*Long Beach, NY 11561-3327*

*Telephone (516) 670 9820*

*Fax (516) 670 9840*

*E-Mail ma@myronamer.com*

May 24, 2010

Mail Stop Assignment Recordation Services  
Director of the U.S. Patent and Trademark Office  
P.O. Box 1450  
Alexandria, VA 22313-1450

**Re: Recordation of Assignment of  
Two (2) Pending Trademark Applications  
Six (6) Trademark Registrations  
from Better Brands, Inc. to Fancy Foods, Inc.  
Our File Nos. P-2606-2 -4 -11 -12, -14, -15, -17, -18**

Sir:

In connection with the above, enclosed please find the following:

1. RECORDATION FORM COVER SHEET and ASSIGNMENT of Two (2) pending Trademark Applications and six (6) U.S. Trademark Registrations from Better Brands, Inc. to Fancy Foods, Inc.;
2. Assignment fee check in the amount of \$215.00; and
3. Self-addressed return postcard.

Respectfully,

  
MYRON AMER

MA/sc  
Enclosure

RECORDED: 05/27/2010

TRADEMARK  
REEL: 004214 FRAME: 0942