

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	05/02/2007		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	Buena Vista Food Products, Inc.		07/08/2010
			Entity Type
			CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Sterling Foods, Ltd.		
Composed Of:	COMPOSED OF its general partner, namely, GP Sterling, LLC, a Texas limited liability company		
Street Address:	1075 Arion Parkway		
City:	San Antonio		
State/Country:	TEXAS		
Postal Code:	78216		
Entity Type:	LIMITED PARTNERSHIP: TEXAS		
PROPERTY NUMBERS Total: 2			
	Property Type	Number	Word Mark
	Registration Number:	2089776	MOM NEVER MADE 'EM THIS GOOD
	Registration Number:	2213194	NO MESS COOKIE DOUGH
CORRESPONDENCE DATA			
Fax Number:	(713)615-5803		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	713-758-1105		
Email:	sbrown@velaw.com		
Correspondent Name:	W. Scott Brown		
Address Line 1:	1001 Fannin Street		
Address Line 2:	2500 First City Tower		
Address Line 4:	Houston, TEXAS 77581		
ATTORNEY DOCKET NUMBER:	STE374		

CH \$65.00 2089776

900166697

**TRADEMARK
 REEL: 004240 FRAME: 0362**

NAME OF SUBMITTER:	W. Scott Brown
Signature:	/wsb/
Date:	07/12/2010
Total Attachments: 2 source=Executed Assignment#page1.tif source=Executed Assignment#page2.tif	

TRADEMARK ASSIGNMENT NUNC PRO TUNC

This Trademark Assignment ("Assignment") is entered into *nunc pro tunc* to be effective as of May 2, 2007 ("Effective Date"), by and among Buena Vista Food Products, Inc., a California corporation ("Assignor"), and Sterling Foods, Ltd., a Texas limited partnership, ("Assignee"), having a place of business at 1075 Arion Parkway, San Antonio, Texas 78216.

WHEREAS, Assignor is the owner of record of the below listed United States registrations (hereinafter the marks subject to such registration are referred to as the "Marks"):

MARK	REGISTRATION NO.
MOM NEVER MADE 'EM THIS GOOD	2,089,776
NO MESS COOKIE DOUGH	2,213,194

WHEREAS, Assignor and Assignee wish to clarify and memorialize the prior understanding of the parties that Assignor assigned to Assignee all its right, title and interest in and to the Marks as of the Effective Date.

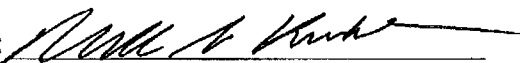
NOW, THEREFORE, in consideration of the foregoing and of the mutual promises hereinafter set forth, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee agree as follows:

Assignor hereby sells, transfers, conveys and assigns *nunc pro tunc*, effective as of the Effective Date, to the Assignee, and the Assignee hereby accepts, all right, title, and interest in and to all of Assignor's Marks, throughout the world, all foreign and domestic registrations of the Marks, and any applications to register the Marks, together with the good will of the business symbolized by the Marks, including, without limitation, any and all causes of action and other

rights assertable under the Marks, the right to sue third parties for infringement of or improper activities regarding the Marks, and the right to enjoy all of the monetary benefits obtained as a result of any such litigation, the same to be held and enjoyed by Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.

ASSIGNOR:

BUENA VISTA FOOD PRODUCTS, INC.

By: 

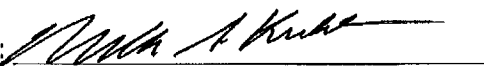
Name: Mark S Kuehl

Date: July 8, 2010

ASSIGNEE:

STERLING FOODS, LTD.

By: **GP Sterling, LLC**
Its: **General Partner**

By: 

Name: Mark S Kuehl

Date: July 8, 2010