

**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
DNA Plant Technology Corporation		07/15/2010	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	Bionova Holding Corporation, Inc.
Street Address:	3021 N. Grand Avenue
City:	Nogales
State/Country:	ARIZONA
Postal Code:	85621
Entity Type:	CORPORATION: ARIZONA

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Registration Number:	1876062	FRESHWORLD FARMS

**CORRESPONDENCE DATA**

Fax Number: (602)916-5918  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Email: ip@fclaw.com, srosenfield@fclaw.com  
 Correspondent Name: Susan Stone Rosenfield  
 Address Line 1: 3003 N. Central Avenue, Suite 2600  
 Address Line 4: Phoenix, ARIZONA 85012

ATTORNEY DOCKET NUMBER:	15224.057
NAME OF SUBMITTER:	Susan Stone Rosenfield
Signature:	/Susan Stone Rosenfield/ssb/
Date:	07/16/2010

Total Attachments: 1

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**TRADEMARK  
 REEL: 004243 FRAME: 0658**

**CH \$40.00 1876062**




TRADEMARK ASSIGNMENT

WHEREAS, DNA Plant Technology Corporation, a Delaware corporation, having a principal place of business located at 3021 N. Grand Avenue, Nogales, Arizona 85621 ("Assignor") is the owner of the trademark *FRESHWORLD FARMS* and U.S. Registration No. 1,876,062 for same (collectively, the "Trademarks");

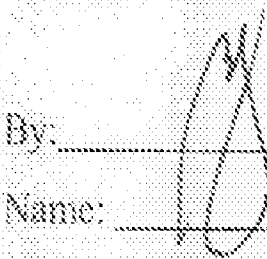
AND WHEREAS, Bionova Holding Corporation, Inc., an Arizona corporation, having a principal place of business located at 3021 N. Grand Avenue, Nogales, Arizona 85621 ("Assignee") is desirous of acquiring the Trademarks;

NOW, THEREFORE, for valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns unto Assignee all right, title and interest in and to the aforesaid Trademarks, including but not limited to all of Assignor's rights in the United States and worldwide in and to said Trademarks and the right to file for protection of such Trademarks throughout the world, together with the goodwill of the business symbolized by each of the Trademarks. Assignor agrees to perform all acts and to execute all documents necessary for Assignee to perfect its ownership in and to the Trademarks.

Assignor: DNA Plant Technology Corporation

By:   
Name: FRANCISCO ACERO  
Title: PRESIDENT  
Date: 07/15/2010

Assignee: Bionova Holding Corporation

By:   
Name: Beamezo Jimenez  
Title: PRESIDENT  
Date: 7/15/2010