

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
Hartford-Jackson, LLC		07/01/2010	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	LC TM Holdings, LLC		
Street Address:	421 Aviation Blvd		
City:	Santa Rosa		
State/Country:	CALIFORNIA		
Postal Code:	95403		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	75847860	LA CREMA	
CORRESPONDENCE DATA			
Fax Number:	(312)896-1533		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	tcherkashina@loeb.com		
Correspondent Name:	Daniel D. Frohling - Loeb & Loeb, LLP		
Address Line 1:	321 North Clark Street		
Address Line 2:	Suite 2300		
Address Line 4:	Chicago, ILLINOIS 60654		
ATTORNEY DOCKET NUMBER:	208734-00014		
NAME OF SUBMITTER:	Daniel D. Frohling		
Signature:	/Daniel D. Frohling/		
Date:	09/01/2010		

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TRADEMARK
REEL: 004270 FRAME: 0787

Total Attachments: 4

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TRADEMARK ASSIGNMENT

WHEREAS, Hartford-Jackson, LLC, a California limited liability company, having a principal place of business at 421 Aviation Blvd., Santa Rosa, CA 95403, ("Assignor"), is the owner of rights in the trademark LA CREMA (the "Mark");

WHEREAS, LC TM Holding, LLC, a Delaware limited liability company, having a place of business at 421 Aviation Blvd., Santa Rosa, CA 95403, ("Assignee") desires to acquire the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, absolutely and forever, the entire right, title and interest, throughout the world, whether statutory or at common law, in and to the Mark, together with the goodwill of the business symbolized by the Mark, and any corresponding registrations and applications, including, but not limited to those listed in Exhibit A hereto, as well as all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

Assignor agrees to execute any further papers as may be necessary and proper to vest full title in and to the Mark and other corresponding rights in the Assignee.

Assignor hereby consents to the recordation of this assignment in any applicable country.

Assignor represents and warrants that it is the owner of the Mark, and has not previously transferred or otherwise encumbered the rights being assigned to Assignee.

Assignee hereby accepts the assignment of the Mark, applications, and registrations and all other rights described in this assignment.

The individuals signing this document on behalf of corporate entities represent and declare that they are authorized to execute this document on behalf of such entities.

IN WITNESS WHEREOF, this Assignment is effective July 1, 2010.

HARTFORD-JACKSON, LLC

By: 

Name: Donald M. Hartford

Title: Manager

LC TM HOLDING, LLC

By: 

Name: Tyler Comstock

Title: VP, Finance of Hartford-Jackson, LLC, its sole member

EXHIBIT A
LA CREMA APPLICATIONS AND REGISTRATIONS

Trademark	Client Matter/Subcase Country Name	Status Class(es)	Application Number/Date	Registration Number/Date
LA CREMA	United States of America	Registered 33 Int.	75847860 12-Nov-1999	2393573 10-Oct-2000
LA CREMA	China (People's Republic)	Pending 33 Int.	7811271 05-Nov-2009	
LA CREMA	Hong Kong	Pending 33 Int.	301457541 23-Oct-2009	
LA CREMA	Japan	Pending 33 Int.	80169/2009 22-Oct-2009	
LA CREMA	Korea, Republic of	Pending 33 Int.	40200952241 26-Oct-2009	
LA CREMA	Malaysia	Pending 33 Int.	09018747 27-Oct-2009	
LA CREMA	Singapore	Pending 33 Int.	T0912232D 23-Oct-2009	
LA CREMA	Taiwan	Pending 33 Int.	098047053 23-Oct-2009	

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CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California

County of Sonoma

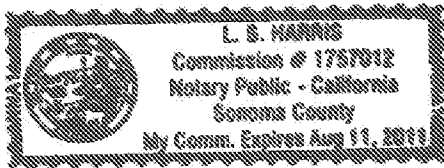
On August 31, 2010 before me, L.S. HARRIS

personally appeared Tyler Comstock and Donald M. Hartford

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Signature [Handwritten Signature]

Place Notary Seal Above

Signature of Notary Public

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: _____

Document Date: _____ Number of Pages: _____

Signer(s) Other Than Named Above: _____

Capacity(ies) Claimed by Signer(s)

Signer's Name: _____

- Individual
- Corporate Officer — Title(s): _____
- Partner — Limited General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: _____



Signer Is Representing: _____

Signer's Name: _____

- Individual
- Corporate Officer — Title(s): _____
- Partner — Limited General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: _____



Signer Is Representing: _____