

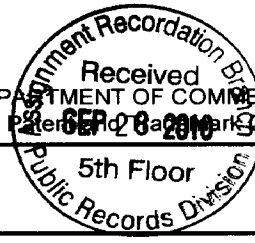
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09-28-2010



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To the Director of the U. S. Patent

and documents or the new address(es) below.

1. Name of conveying party(ies):

PUERTO RICO COFFEE ROASTERS, LLC

- Individual(s)
- General Partnership
- Corporation- State: \_\_\_\_\_
- Other Limited Liability Company
- Association
- Limited Partnership

Citizenship (see guidelines) Puerto Rico

Additional names of conveying parties attached?  Yes  No

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

Execution Date(s) September 15, 2010

- Assignment
- Security Agreement
- Other First Amendment to Tradename Collateral Assignment and Security Agreement
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached?  Yes  No

Name: FIRSTBANK PUERTO RICO

Internal Address: P.O. Box 9146, San Juan, PR 00908-9146

Street Address: 1519 Ponce de León Avenue

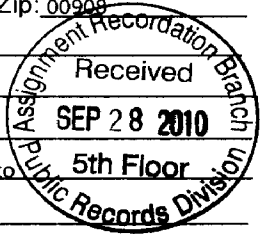
City: San Juan

State: PR

Country: USA Zip: 00908

- Association
- General Partnership
- Limited Partnership
- Corporation
- 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)

B. Trademark Registration No.(s)

See attached.

Additional sheet(s) attached?  Yes  No

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

See attached.

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

Name: Ledesma, Vargas & Villarrubia

Internal Address: P. O. Box 194089

Street Address: Doral Building, Suite 300

City: San Juan

State: PR Zip: 00917

Phone Number: (787) 296-9500

Fax Number: (787) 296-9510

Email Address: jledesma@lvlaw.com

6. Total number of applications and registrations involved:

11

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 290.00

- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

09/28/2010 WHITE1 00000037 2000000

Deposit Account Number \_\_\_\_\_ 48.00

Authorized User Name \_\_\_\_\_ 250.00

9. Signature:

Signature

September 15, 2010

Date

José J. Ledesma

Name of Person Signing

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

9

**STATEMENT TO BE ATTACHED AND TO BE PART OF  
RECORDATION FORM COVER SHEET (FORM PTO-1594)**

Line #4:

Application number(s) or registration number(s), serial (request) numbers, identification or description of the Trademark and Filing Date(s).

<i>Trademark Registration Number(s)</i>	<i>Serial (Request) Number(s)</i>	<i>Identification or Description of Trademark(s)</i>	<i>Filing Date</i>
2,888,833	78143543	Aroma Coffee Break	July 12, 2002
3,701,281	77704000	Alto Grande	April 1, 2009
2,895,098	78143539	Executive Coffee Break	July 12, 2002
	77713110	Café Crema Decaf Instantáneo	April 14, 2009
	77713138	Café Crema Supremo	April 14, 2009
	77713098	Café Crema Decaf	April 14, 2009
	77709228	Café Crema Espresso Instantáneo	April 8, 2009
	77709221	Café Crema Espresso	April 8, 2009
	77706051	Café Crema Instantáneo	April 3, 2009
	77706021	Garrido	April 3, 2009
3,776,975	77703971	Café Crema	April 1, 2009

**FIRST AMENDMENT TO TRADENAME COLLATERAL ASSIGNMENT AND SECURITY AGREEMENT**

This First Amendment to Tradename Collateral Assignment and Security Agreement (the “Amendment”) dated as of the 15<sup>th</sup> day of September, 2010, by and between:

**FIRSTBANK PUERTO RICO** (hereinafter the “Lender”), a banking corporation organized and existing under the laws of the Commonwealth of Puerto Rico, herein represented by its Vice President, **MR. NELSON GONZÁLEZ**, who is of legal age, married, executive and resident of San Juan, Puerto Rico; and

**PUERTO RICO COFFEE ROASTERS, LLC** (hereinafter the “Assignor”), a limited liability company organized and existing under the laws of the Commonwealth of Puerto Rico, herein represented by its Senior Vice President and Chief Financial Officer, **MR. ALBERTO RIVERA**, of legal age, married, an executive and resident of San Juan, Puerto Rico.

**WITNESSETH:**


**WHEREAS**, Lender has agreed to extend credit to Assignor pursuant to the terms and subject to the conditions set forth in that certain Revolving Credit and Term Loan Agreement dated September 11, 2008, as amended by that certain letter agreement dated August 18, 2010 and by a First Amendment to Revolving Credit and Term Agreement dated August 27, 2010, between the Lender and Assignor (as it may be from time to time further amended, supplemented, extended, renewed or otherwise modified hereinafter called the “**Loan Agreement**”), and the documents, instruments, and agreements ancillary thereto (as any of the same may be amended, extended or replaced from time to time, the Loan Documents); and


**WHEREAS**, Lender and Assignor entered into a Tradename Collateral Assignment and Security Agreement dated September 11, 2008 (the "Agreement"). Capitalized terms not otherwise defined herein shall have the meaning assigned to such term in the Agreement;

**WHEREAS**, it is a condition to continue to extend credit under Loan Agreement, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, that the Assignor grant a security interest in the additional Tradenames as security for the Obligations.

**NOW THEREFORE**, in consideration of the premises, the parties hereto agree as follows

1. Effective the date of execution of this Amendment, **Schedule A** of the Agreement is modified to include the trademarks, service marks, trade names identified in **Schedule I** hereof.

 2. Assignor hereby ratifies all of its representations with respect to the original Tradenames included in **Schedule A** and hereby affirms that they are true and correct with respect to those additional Tradenames identified in **Schedule I** hereof, except as set forth in that certain letter dated September , 2010.

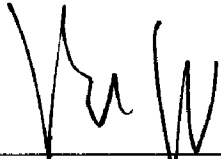
 3. Lender and Assignor understand and agree and hereby so expressly acknowledge that this Amendment is not to be construed, in whole or in part, as a novation of the Agreement, but merely as a restatement and ratification of the same, except as otherwise specifically provided herein.

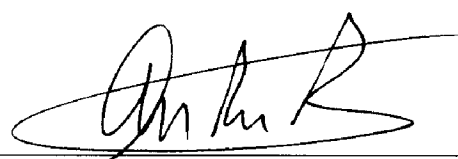
**[SIGNATURE PAGE FOLLOWS]**

WITNESS the execution hereof under seal as of the day and year first above written.

**FIRSTBANK PUERTO RICO**

**PUERTO RICO COFFEE ROASTERS, LLC**

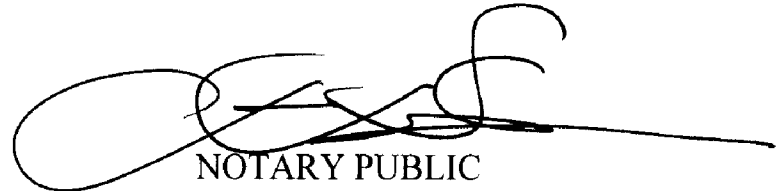
By:   
\_\_\_\_\_  
Nelson González  
Vice President

By:   
\_\_\_\_\_  
Alberto Rivera  
Senior Vice President and  
Chief Financial Officer

Affidavit Number: 4101

Acknowledged and subscribed to before me in San Juan, Puerto Rico, this 15<sup>th</sup> day of September, 2010, by the above signed persons, of the personal circumstances and in the capacities and representations stated above, all personally known to me.



  
NOTARY PUBLIC

Tradenames

(See attached)

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**I.****TRADEMARKS REGISTERED OR PENDING REGISTRATION IN PUERTO RICO TRADEMARK OFFICE:**

<b>TRADEMARK</b>	<b>DATE OF 1<sup>ST</sup> USE IN COMMERCE OF P.R.</b>	<b>REGISTRATION NUMBER</b>	<b>REGISTRATION DATE</b>
Café Adjuntas	January 1, 1963	49,285	April 11, 2000
Café Alto Grande	January 1, 1839	55,242	October 9, 2002
Café Crema	January 1, 1925	55,243	October 9, 2002
Café Crema Supremo	June 1, 2001	55,244	October 9, 2002
Café Expreso	July 1, 1985	55,440	November 21, 2002
Café Crema Decaf	November 5, 2003	65,789	July 28, 2005
Resuelve tu Mundo	January 2, 2004	61,831	January 7, 2004
The Coffee of Popes and Kings	February 19, 1993	73,739	March 20, 2007
Executive Coffee Break	January 1, 1970	55,237	September 10, 2002
Carbón Vegetal Adjuntas	September 10, 2002	55,245	January 1, 1982
Café Crema Espresso	November 1, 2003	Filing number 72,312	Pending. Application filed July 28, 2010
Café Crema Todo en 1	February 25, 2005	Filing number 71,354	Pending. Application filed May 5, 2010.
Aroma Coffee Break	February 19, 1991	Pending.	Pending. Application filed October 2, 2007.
Danos 15 minutos	February 19, 1991	Pending	Pending. Application filed October 2, 2007.
Que me den la taza llena	October 9, 2002	Filing number 68,871	Pending. Application filed October 26, 2010.
Aroma Coffee Break	March 1, 1970	29,759	February 19, 1991

**TRADEMARK****REEL: 004286 FRAME: 0054**

**II.****TRADEMARKS REGISTERED OR PENDING IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE:**

<b>TRADEMARK</b>	<b>DATE OF 1<sup>ST</sup> USE IN COMMERCE</b>	<b>SERIAL NUMBER</b>	<b>REGISTRATION DATE</b>
Aroma Coffee Break	July 2000	78143543	September 28, 2004
Executive Coffee Break	July 2000	78143539	October 19, 2004
Café Crema	January 1, 1925	77703971	April 20, 2010
Café Crema Supremo		77713138	Application pending.
Café Crema Decaf Instantáneo		77713110	Application pending.
Café Crema Decaf		77713098	Application pending.
Café Crema Expreso Instantáneo		77709228	Application pending.
Café Crema Espresso		77709221	Application pending.
Alto Grande	January 1, 1839	77704000	October 27, 2009
Café Crema Instantáneo		77706051	Application pending.
Garrido	July 1, 1985	77706021	Application pending.

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### III. UNREGISTERED TRADEMARKS:

Assignor further represents that it holds common law rights to all of the marks listed above as registered or pending registration in either the U.S.P.T.O. or the P.R.T.O. and that it has used such marks for the goods and services listed in the registrations or applications for registration since the dates listed in the applications. Furthermore, Assignor represents that it holds common law rights in Puerto Rico and the United States to the following trademarks, used for coffee or coffee-related products:

1. Café Pilon
2. Best Way R.O. Filter
3. Grand Lares Super Premium Coffee
4. Unicaf
5. The Coffee of Popes and Kings Returns
6. Aromas de Yauco
7. Garrido Caracolillo Selección del Vaticano
8. Garrido Gourmet
9. Pod
10. Café Crema Orgullo de Puerto Rico Expreso Café Puro
11. Café Crema de Puerto Rico
12. Alto Grande Decaf

