

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		Certificate of Amendment of Certificate of Incorporation	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
FFC Acquisition Corp.		12/02/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Fresh Food Concepts, Inc.		
Street Address:	6535 Caballero Boulevard		
City:	Buena Park		
State/Country:	CALIFORNIA		
Postal Code:	90620		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2205865	SEÑOR FELIX'S	
Registration Number:	1554894	ROJO'S	
Registration Number:	1553101	RIO DE ORO	
CORRESPONDENCE DATA			
Fax Number:	(804)344-7999		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	804-788-8523		
Email:	HWRITM@hunton.com		
Correspondent Name:	Edward T. White - Hunton & Williams LLP		
Address Line 1:	951 East Byrd Street		
Address Line 2:	Riverfront Plaza - East Tower		
Address Line 4:	Richmond, VIRGINIA 23219-4074		
ATTORNEY DOCKET NUMBER:	70342.37		
NAME OF SUBMITTER:	Edward T. White		

CH \$90.00 2205865

900178869

**TRADEMARK
 REEL: 004434 FRAME: 0317**

Signature:	/Edward T. White/
Date:	12/15/2010
Total Attachments: 4 source=Fresh Food Concepts Certificate of Amendment#page1.tif source=Fresh Food Concepts Certificate of Amendment#page2.tif source=Fresh Food Concepts Certificate of Amendment#page3.tif source=Fresh Food Concepts Certificate of Amendment#page4.tif	

Delaware

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The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "FFC ACQUISITION CORP.", CHANGING ITS NAME FROM "FFC ACQUISITION CORP." TO "FRESH FOOD CONCEPTS, INC.", FILED IN THIS OFFICE ON THE THIRD DAY OF DECEMBER, A.D. 2010, AT 1:43 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE KENT COUNTY RECORDER OF DEEDS.

4882390 8100

101146887

You may verify this certificate online
at corp.delaware.gov/authver.shtml




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 8397566

DATE: 12-03-10

TRADEMARK
REEL: 004434 FRAME: 0319

State of Delaware
Secretary of State
Division of Corporations
Delivered 01:51 PM 12/03/2010
FILED 01:43 PM 12/03/2010
SRV 101146887 - 4882390 FILE

CERTIFICATE OF AMENDMENT
OF
CERTIFICATE OF INCORPORATION
OF
FFC ACQUISITION CORP.

(Pursuant to Section 242 of the Delaware General Corporation Law)

FFC Acquisition Corp., a corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware, does hereby certify as follows:

FIRST: The name of the corporation is FFC Acquisition Corp. (the "Corporation").

SECOND: The Certificate of Incorporation of the Corporation is hereby amended by striking out paragraph 1 thereof and by substituting in lieu of said paragraph 1 the following new paragraph:

"1. The name of the Corporation is Fresh Food Concepts, Inc. (the "Corporation")."

THIRD: The amendment of the Certificate of Incorporation herein has been duly adopted and by written consent has been given in accordance with the provisions of Sections 141(f), 228 and 242 of the General Corporation Law of the State of Delaware.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Amendment this 2nd day of December, 2010.

FFC ACQUISITION CORP.

By:


Robert D'Ornellas, President

Delaware

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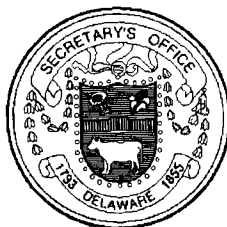
The First State

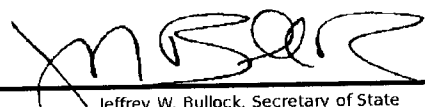
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY "FRESH FOOD CONCEPTS, INC." IS DULY INCORPORATED UNDER THE LAWS OF THE STATE OF DELAWARE AND IS IN GOOD STANDING AND HAS A LEGAL CORPORATE EXISTENCE SO FAR AS THE RECORDS OF THIS OFFICE SHOW, AS OF THE THIRD DAY OF DECEMBER, A.D. 2010.

4882390 8300

101146887

You may verify this certificate online
at corp.delaware.gov/authver.shtml




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 8397567

DATE: 12-03-10

TRADEMARK
REEL: 004434 FRAME: 0321

Delaware

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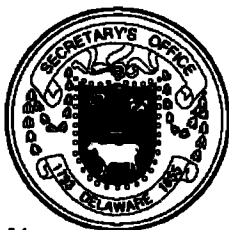
The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THAT THE SAID "FFC ACQUISITION CORP.", FILED A CERTIFICATE OF AMENDMENT, CHANGING ITS NAME TO "FRESH FOOD CONCEPTS, INC.", THE THIRD DAY OF DECEMBER, A.D. 2010, AT 1:43 O'CLOCK P.M.

4882390 8320

101147612

You may verify this certificate online
at corp.delaware.gov/authver.shtml




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 8398058

DATE: 12-03-10

RECORDED: 12/15/2010

TRADEMARK
REEL: 004434 FRAME: 0322