

TO: GREGORY B. PERLEBERG COMPANY: 220 SOUTH SIXTH STREET, SUITE 1700

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Spectrum Foods, Inc.		11/29/2010	CORPORATION:
RECEIVING PARTY DATA			
Name:	Superior Concepts, Inc.		
Street Address:	1611 West Larpenteur Avenue		
City:	Falcon Heights		
State/Country:	MINNESOTA		
Postal Code:	55113		
Entity Type:	CORPORATION: MINNESOTA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	73492013	CHIANTI	
Registration Number:	1377661	CHIANTI	
CORRESPONDENCE DATA			
Fax Number:	(612)339-3161		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	612-339-4295		
Email:	uspto@mansfieldtanick.com		
Correspondent Name:	Gregory B. Perleberg		
Address Line 1:	220 South Sixth Street, Suite 1700		
Address Line 4:	Minneapolis, MINNESOTA 55402		
NAME OF SUBMITTER:	Gregory B. Perleberg		
Signature:	/Gregory B. Perleberg/		
Date:	12/01/2010		
Total Attachments: 1			

CP \$65.00 73492013

12/20/2010 10:55 FAX 6123393161

MANSFIELD TANICK & COHEN

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12/18/2010 07:30 IFAX incoming_fax@mansfieldtanick.com

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TO: GREGORY B. PERLEBERG COMPANY: 220 SOUTH SIXTH STREET, SUITE 1700

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TRADEMARK
REEL: 004443 FRAME: 0169

TO: GREGORY B. PERLEBERG COMPANY: 220 SOUTH SIXTH STREET, SUITE 1700

ASSIGNMENT OF TRADEMARK

WHEREAS, Spectrum Foods, Inc., a California corporation ("*Assignor*"), is the owner of the trademark as listed on Exhibit A attached hereto (the "*Trademark*");

WHEREAS, pursuant to the Bill of Sale attached hereto as Exhibit B between the Assignor and Superior Concepts, Inc., a Minnesota corporation ("*Assignee*"), Assignor desires to assign the entire right, title and interest in and to the Trademark, and Assignee desires to acquire the entire right, title and interest in and to the Trademark; and

WHEREAS, Assignor represents and warrants that it is the sole lawful owner of and has good and marketable title to the Trademark free and clear of any and all liens and encumbrances, and that Assignor has full legal right, power and authority to sell, assign and transfer the Trademark, and irrevocably designates and appoints Assignee as its agent and attorney-in-fact, to act for and in its behalf and stead to execute, register and file any such applications, and to do all other lawfully permitted acts to further the transfer, registration, prosecution, issuance, maintenance and enforcement of the Trademark and any other intellectual property rights related to the Trademark with the same legal force and effect as if executed by Assignor.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign and transfer to Assignee the entire right, title and interest in and to the Trademark, together with the goodwill symbolized by such Trademark and all rights to recover for past, present and future infringements and all rights corresponding thereto throughout the world; the same to be held and enjoyed by Assignee for its own use and on its own behalf, and for its legal representatives and assigns, to the full end of the term for which the Trademark is granted, as fully and entirely as the same would have been held by Assignor had this Assignment of Trademark and sale not been made.

IN WITNESS WHEREOF, the undersigned have signed this assignment as of this ²⁹ day of ~~January, 2006~~ November, 2010

SPECTRUM FOODS, INC.

By: [Signature]
Its: CEO

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