

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Paleteria La Michoacana, Inc.		01/24/2011	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Paleteria La Michoacana, LLC		
<b>Street Address:</b>	2068 Lapham Drive		
<b>City:</b>	Modesto		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	95354		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2905172		
<b>Registration Number:</b>	2968652		
<b>Registration Number:</b>	3210304	LA INDITA MICHOACANA	
<b>Serial Number:</b>	85115972	E-NORMUS	
<b>Registration Number:</b>	3121493	DOMINGUERA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(559)433-2485		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	559-433-1300		
<b>Email:</b>	ken.baldwin@mccormickbarstow.com		
<b>Correspondent Name:</b>	Kenneth A. Baldwin		
<b>Address Line 1:</b>	5 River Park Place East		
<b>Address Line 4:</b>	Fresno, CALIFORNIA 93720		
<b>NAME OF SUBMITTER:</b>	Kenneth A. Baldwin		

OP \$140.00 2905172

**900183612**

**TRADEMARK  
 REEL: 004471 FRAME: 0194**

Signature:	/Kenneth A. Baldwin/
Date:	02/08/2011
Total Attachments: 2 source=Executed Trademark Assignment Agreement#page1.tif source=Executed Trademark Assignment Agreement#page2.tif	

## Assignment Agreement

This Trademark Assignment Agreement ("Agreement") is entered into by and between Paleteria La Michoacana, Inc., a California corporation ("PLM"), and Paleteria La Michoacana, LLC, a California limited liability company (the "Company"). The parties agree as follows, effective as of January 24, 2011 ("Effective Date"):


1. Assignment.

1.1 Trademarks. For valuable consideration, PLM hereby grants, transfers and assigns to the Company all of PLM's right, title and interest in and to the trademarks listed on Exhibit A attached hereto.

2. Miscellaneous. This Agreement shall (i) be binding on the successors and assigns of PLM and the Company, (ii) inure to the benefit of the successors and assigns of PLM and the Company, and (iii) be governed by and construed in accordance with the laws of the State of California.

IN WITNESS WHEREOF, the Parties have executed and delivered this Trademark Assignment Agreement as of the date first written above.

Paleteria La Michoacana, Inc.

By:   
Its: President

Paleteria La Michoacana, LLC


By:   
Its: Treasurer

Exhibit A

Trademark Registration Number

2905172

2968652

3210304

85115972 (Pending)

3121493

Trademark/Description

Little Girl Holding A Popsicle

Little Girl Holding An Ice Cream Cone

LA INDITA MICHOACANA

E-NORMUS

DOMINGUERA

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