

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                                                                                      |                                                                                                                                                                                           |                       |                       |
|--------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|-----------------------|
| <b>SUBMISSION TYPE:</b>                                                              | CORRECTIVE ASSIGNMENT                                                                                                                                                                     |                       |                       |
| <b>NATURE OF CONVEYANCE:</b>                                                         | Corrective Assignment to correct the Assignee name and entity type in the original assignment previously recorded on Reel 004243 Frame 0658. Assignor (s) hereby confirms the Assignment. |                       |                       |
| <b>CONVEYING PARTY DATA</b>                                                          |                                                                                                                                                                                           |                       |                       |
| <b>Name</b>                                                                          | <b>Formerly</b>                                                                                                                                                                           | <b>Execution Date</b> | <b>Entity Type</b>    |
| DNA Plant Technology Corporation                                                     |                                                                                                                                                                                           | 07/15/2010            | CORPORATION: DELAWARE |
| <b>RECEIVING PARTY DATA</b>                                                          |                                                                                                                                                                                           |                       |                       |
| <b>Name:</b>                                                                         | Bionova Holding Corporation                                                                                                                                                               |                       |                       |
| <b>Street Address:</b>                                                               | 3021 N. Grand Avenue                                                                                                                                                                      |                       |                       |
| <b>City:</b>                                                                         | Nogales                                                                                                                                                                                   |                       |                       |
| <b>State/Country:</b>                                                                | ARIZONA                                                                                                                                                                                   |                       |                       |
| <b>Postal Code:</b>                                                                  | 85621                                                                                                                                                                                     |                       |                       |
| <b>Entity Type:</b>                                                                  | CORPORATION: DELAWARE                                                                                                                                                                     |                       |                       |
| <b>PROPERTY NUMBERS Total: 1</b>                                                     |                                                                                                                                                                                           |                       |                       |
| <b>Property Type</b>                                                                 | <b>Number</b>                                                                                                                                                                             | <b>Word Mark</b>      |                       |
| <b>Registration Number:</b>                                                          | 1876062                                                                                                                                                                                   | FRESHWORLD FARMS      |                       |
| <b>CORRESPONDENCE DATA</b>                                                           |                                                                                                                                                                                           |                       |                       |
| <b>Fax Number:</b>                                                                   | (602)916-5517                                                                                                                                                                             |                       |                       |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                                                                                                                                                                                           |                       |                       |
| <b>Email:</b>                                                                        | ip@fclaw.com, srosenfield@fclaw.com                                                                                                                                                       |                       |                       |
| <b>Correspondent Name:</b>                                                           | Susan Stone Rosenfield                                                                                                                                                                    |                       |                       |
| <b>Address Line 1:</b>                                                               | 3003 N. Central Avenue, Suite 2600                                                                                                                                                        |                       |                       |
| <b>Address Line 4:</b>                                                               | Phoenix, ARIZONA 85012                                                                                                                                                                    |                       |                       |
| <b>ATTORNEY DOCKET NUMBER:</b>                                                       | 15224.057                                                                                                                                                                                 |                       |                       |
| <b>NAME OF SUBMITTER:</b>                                                            | Susan Stone Rosenfield                                                                                                                                                                    |                       |                       |
| <b>Signature:</b>                                                                    | /Susan Stone Rosenfield/ssb/                                                                                                                                                              |                       |                       |
| <b>Date:</b>                                                                         | 02/16/2011                                                                                                                                                                                |                       |                       |

CH \$40.00 1876062

**Total Attachments: 5**

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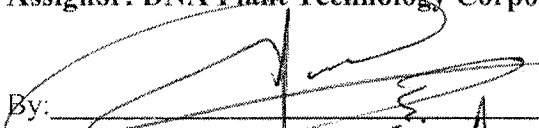
**TRADEMARK ASSIGNMENT**

WHEREAS, **DNA Plant Technology Corporation**, a Delaware corporation, having a principal place of business located at 3021 N. Grand Avenue, Nogales, Arizona 85621 ("Assignor") is the owner of the trademark **FRESHWORLD FARMS** and U.S. Registration No. <sup>2-16-2011</sup> 1,876,062 for same (collectively, the "Trademarks");

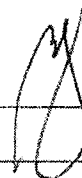
AND WHEREAS, **Bionova Holding Corporation**, <sup>Susan Rose Rosenfeld</sup> ~~an Arizona~~ <sup>att'y of record for Assignor</sup> corporation, having a principal place of business located at 3021 N. Grand Avenue, Nogales, Arizona 85621 ("Assignee") is desirous of acquiring the Trademarks;

NOW, THEREFORE, for valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns unto Assignee all right, title and interest in and to the aforesaid Trademarks, including but not limited to all of Assignor's rights in the United States and worldwide in and to said Trademarks and the right to file for protection of such Trademarks throughout the world, together with the goodwill of the business symbolized by each of the Trademarks. Assignor agrees to perform all acts and to execute all documents necessary for Assignee to perfect its ownership in and to the Trademarks.

**Assignor: DNA Plant Technology Corporation**

By:   
Name: FRANCISCO ACERO  
Title: PRESIDENT  
Date: 07/15/2010

**Assignee: Bionova Holding Corporation**

By:   
Name: BERNARDO JIMENEZ  
Title: PRESIDENT.  
Date: 7/15/2010

TO: SUSAN STONE ROSENFELD COMPANY: 3003 N. CENTRAL AVENUE, SUITE 2600

**TRADEMARK ASSIGNMENT**

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**07/16/2010**  
**900167168**

|                              |                                              |
|------------------------------|----------------------------------------------|
| <b>SUBMISSION TYPE:</b>      | NEW ASSIGNMENT                               |
| <b>NATURE OF CONVEYANCE:</b> | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |

**CONVEYING PARTY DATA**

| Name                             | Formerly | Execution Date | Entity Type           |
|----------------------------------|----------|----------------|-----------------------|
| DNA Plant Technology Corporation |          | 07/15/2010     | CORPORATION: DELAWARE |

**RECEIVING PARTY DATA**

|                        |                                   |
|------------------------|-----------------------------------|
| <b>Name:</b>           | Bionova Holding Corporation, Inc. |
| <b>Street Address:</b> | 3021 N. Grand Avenue              |
| <b>City:</b>           | Nogales                           |
| <b>State/Country:</b>  | ARIZONA                           |
| <b>Postal Code:</b>    | 85621                             |
| <b>Entity Type:</b>    | CORPORATION: ARIZONA              |

**PROPERTY NUMBERS Total: 1**

| Property Type        | Number  | Word Mark        |
|----------------------|---------|------------------|
| Registration Number: | 1876062 | FRESHWORLD FARMS |

**CORRESPONDENCE DATA**

**Fax Number:** (602)916-5918  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
**Email:** ip@fclaw.com, srosenfield@fclaw.com  
**Correspondent Name:** Susan Stone Rosenfield  
**Address Line 1:** 3003 N. Central Avenue, Suite 2600  
**Address Line 4:** Phoenix, ARIZONA 85012

|                                |                              |
|--------------------------------|------------------------------|
| <b>ATTORNEY DOCKET NUMBER:</b> | 15224.057                    |
| <b>NAME OF SUBMITTER:</b>      | Susan Stone Rosenfield       |
| <b>Signature:</b>              | /Susan Stone Rosenfield/ssb/ |
| <b>Date:</b>                   | 07/16/2010                   |

**Total Attachments: 1**

CH 1876062 S40.00

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TO: SUSAN STONE ROSENFELD COMPANY: 3003 N. CENTRAL AVENUE, SUITE 2600

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