

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	RELEASE BY SECURED PARTY		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Marquette Business Credit, Inc.		02/14/2011	CORPORATION: MINNESOTA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Fresh Food Concepts, Inc.		
<b>Street Address:</b>	6535 Caballero Boulevard		
<b>City:</b>	Buena Park		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90620		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	75420806	SEÑOR FELIX'S	
<b>Serial Number:</b>	73729896	ROJO'S	
<b>Serial Number:</b>	73730566	RIO DE ORO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(817)333-1175		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	817-870-8769		
<b>Email:</b>	wwoods@hfblaw.com		
<b>Correspondent Name:</b>	Wilson C. Woods		
<b>Address Line 1:</b>	777 Main Street, Suite 3600		
<b>Address Line 4:</b>	Fort Worth, TEXAS 76102		
<b>NAME OF SUBMITTER:</b>	Wilson Woods		
<b>Signature:</b>	/wilson woods/		
<b>Date:</b>	02/21/2011		

OP \$90.00 75420806

Total Attachments: 3

source=Document#page1.tif

source=Document#page2.tif

source=Document#page3.tif

**FULL RELEASE**

This Full Release is signed effective on November 30, 2010, by MARQUETTE BUSINESS CREDIT, INC., successor-in-interest to GUARANTY BUSINESS CREDIT CORPORATION, a Minnesota corporation, whose address is 333 S. Grand Ave., Suite 1650, Los Angeles, California, 90071 ("Lender"), for the purpose of acknowledging full payment of and releasing liens and security interests securing indebtedness owed by FRESH FOOD CONCEPTS, INC. , a California corporation, whose address is 6535 Caballero Boulevard, Buena Park, California 90620 ("Debtor").

Lender is the present legal and equitable owner and holder of indebtedness (the "Obligations") secured by a security agreement executed January 17, 2006, recorded in the records of the United States Patent and Trademark Office on January 30, 2006, at Reel 3236, Frame 0304 (the "Security Agreement"). The liens and security interests created, described, or renewed and extended by the Security Agreement shall be referred to collectively as the "Security Interest". The Security Interest burdens the following trademarks registered with the United States Patent and Trademark Office (collectively, the "Trademarks"):

<b>Trademark</b>	<b>Registration Number</b>	<b>Serial Number</b>	<b>Date Registered</b>
Senor Felix's	2205865	75420806	11/24/1998
Rojo's	1554894	73729896	9/5/1989
Rio de Oro	1553101	73730566	8/22/1989

Debtor has assigned its interest in the Trademarks to FRESH FOOD CONCEPTS, INC. , a Delaware corporation, as evidenced by the following filings with the United States Patent and Trademark Office:

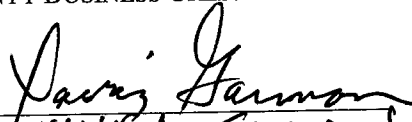
<b>Assignor:</b>	<b>Assignee</b>	<b>Reel/Frame</b>	<b>Date Filed</b>
Fresh Food Concepts, Inc. (CA Corporation)	FFC Acquisition Corp.	004434/0254	12/15/2010
FFC Acquisition Corp.	Fresh Food Concepts, Inc. (DE Corporation)	004434/0317	12/15/2010

For valuable consideration, including the payment in full of the Obligations, Lender hereby releases the Security Agreement and the Security Interest, and assigns its interest in the Trademarks to FRESH FOOD CONCEPTS, INC. , a Delaware corporation.

FRESH FOOD CONCEPTS, INC. , a Delaware corporation, is authorized to file this Full Release with the U. S. Patent and Trademark Office. Lender will execute and deliver such further instruments as may be reasonably requested by FRESH FOOD CONCEPTS, INC. , a Delaware corporation to release the Security Agreement and the Security Interest.

This Full Release is executed effective the date stated above.

MARQUETTE BUSINESS CREDIT, INC.,  
successor-in-interest to  
GUARANTY BUSINESS CREDIT CORPORATION

By:   
Name: XAVIER GROSJEAN  
Title: V.P.

**CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT**

State of California

County of Los Angeles

On February 14, 2011 before me, Barbara Martin, Notary Public  
Date Here Insert Name and Title of the Officer

personally appeared Xavier Gannon  
Name(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/~~she/they~~ executed the same in his/~~her/their~~ authorized capacity(ies), and that by his/~~her/their~~ signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature Barbara Martin  
Signature of Notary Public

Place Notary Seal Above

**OPTIONAL**

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

**Description of Attached Document**

Title or Type of Document: Full Release

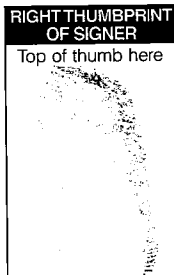
Document Date: November 30, 2010 Number of Pages: 3

Signer(s) Other Than Named Above: \_\_\_\_\_

**Capacity(ies) Claimed by Signer(s)**

Signer's Name: Xavier Gannon

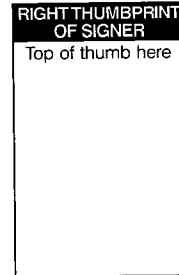
- Individual
- Corporate Officer — Title(s): Vice President
- Partner —  Limited  General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: \_\_\_\_\_



Signer Is Representing: Marquette Business Credit, Inc.

Signer's Name: \_\_\_\_\_

- Individual
- Corporate Officer — Title(s): \_\_\_\_\_
- Partner —  Limited  General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: \_\_\_\_\_



Signer Is Representing: \_\_\_\_\_