

**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 previously recorded on Reel 004270 Frame 0787. Assignor(s) hereby confirms the correct name of Assignee is LC TM HOLDING, LLC.												
<b>CONVEYING PARTY DATA</b>													
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Name</th> <th style="width:20%;">Formerly</th> <th style="width:20%;">Execution Date</th> <th style="width:30%;">Entity Type</th> </tr> </thead> <tbody> <tr> <td>Hartford-Jackson, LLC</td> <td></td> <td>07/01/2010</td> <td>LIMITED LIABILITY COMPANY: CALIFORNIA</td> </tr> </tbody> </table>		Name	Formerly	Execution Date	Entity Type	Hartford-Jackson, LLC		07/01/2010	LIMITED LIABILITY COMPANY: CALIFORNIA				
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<table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td style="width:20%;"><b>Name:</b></td> <td>LC TM HOLDING, LLC</td> </tr> <tr> <td><b>Street Address:</b></td> <td>421 Aviation Blvd</td> </tr> <tr> <td><b>City:</b></td> <td>Santa Rosa</td> </tr> <tr> <td><b>State/Country:</b></td> <td>CALIFORNIA</td> </tr> <tr> <td><b>Postal Code:</b></td> <td>95403</td> </tr> <tr> <td><b>Entity Type:</b></td> <td>LIMITED LIABILITY COMPANY: DELAWARE</td> </tr> </table>		<b>Name:</b>	LC TM HOLDING, LLC	<b>Street Address:</b>	421 Aviation Blvd	<b>City:</b>	Santa Rosa	<b>State/Country:</b>	CALIFORNIA	<b>Postal Code:</b>	95403	<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE
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<b>CORRESPONDENCE DATA</b>													
<p>Fax Number: (312)803-2209  <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: (312)464-3111</p> <p>Email: tcherkashina@loeb.com, aprovenacio@loeb.com, dfrohling@loeb.com</p> <p>Correspondent Name: Daniel D. Frohling - Loeb &amp; Loeb, LLP</p> <p>Address Line 1: 321 North Clark Street</p> <p>Address Line 2: Suite 2300</p> <p>Address Line 4: Chicago, ILLINOIS 60654</p>													
<b>ATTORNEY DOCKET NUMBER:</b>	FIRM CHARGE												
<b>NAME OF SUBMITTER:</b>	Daniel D. Frohling												

**CH \$40.00 75847860**

**900192369**

**TRADEMARK  
 REEL: 004545 FRAME: 0180**

Signature:	/Daniel D. Frohling/
Date:	05/20/2011
<b>Total Attachments: 9</b> source=Assignment La Crema Trade Mark Agmt Executed#page1.tif source=Assignment La Crema Trade Mark Agmt Executed#page2.tif source=Assignment La Crema Trade Mark Agmt Executed#page3.tif source=Assignment La Crema Trade Mark Agmt Executed#page4.tif source=Assignment 891559761#page1.tif source=Assignment 891559761#page2.tif source=Assignment 891559761#page3.tif source=Assignment 891559761#page4.tif source=Assignment 891559761#page5.tif	

## TRADEMARK ASSIGNMENT

**WHEREAS**, Hartford-Jackson, LLC, a California limited liability company, having a principal place of business at 421 Aviation Blvd., Santa Rosa, CA 95403, ("Assignor"), is the owner of rights in the trademark LA CREMA (the "Mark");

**WHEREAS**, LC TM Holding, LLC, a Delaware limited liability company, having a place of business at 421 Aviation Blvd., Santa Rosa, CA 95403, ("Assignee") desires to acquire the Mark;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, absolutely and forever, the entire right, title and interest, throughout the world, whether statutory or at common law, in and to the Mark, together with the goodwill of the business symbolized by the Mark, and any corresponding registrations and applications, including, but not limited to those listed in Exhibit A hereto, as well as all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

Assignor agrees to execute any further papers as may be necessary and proper to vest full title in and to the Mark and other corresponding rights in the Assignee.

Assignor hereby consents to the recordation of this assignment in any applicable country.

Assignor represents and warrants that it is the owner of the Mark, and has not previously transferred or otherwise encumbered the rights being assigned to Assignee.

Assignee hereby accepts the assignment of the Mark, applications, and registrations and all other rights described in this assignment.

The individuals signing this document on behalf of corporate entities represent and declare that they are authorized to execute this document on behalf of such entities.

IN WITNESS WHEREOF, this Assignment is effective July 1, 2010.

**HARTFORD-JACKSON, LLC**

By: 

Name: Donald M. Hartford

Title: Manager

**LC TM HOLDING, LLC**

By: 

Name: Tyler Comstock

Title: VP, Finance of Hartford-Jackson, LLC, its sole member

EXHIBIT A  
LA CREMA APPLICATIONS AND REGISTRATIONS

Trademark	Client Matter/Subcase Country Name	Status Class(es)	Application Number/Date	Registration Number/Date
LA CREMA	United States of America	Registered 33 Int.	75847860 12-Nov-1999	2393573 10-Oct-2000
LA CREMA	China (People's Republic)	Pending 33 Int.	7811271 05-Nov-2009	
LA CREMA	Hong Kong	Pending 33 Int.	301457541 23-Oct-2009	
LA CREMA	Japan	Pending 33 Int.	80169/2009 22-Oct-2009	
LA CREMA	Korea, Republic of	Pending 33 Int.	40200952241 26-Oct-2009	
LA CREMA	Malaysia	Pending 33 Int.	09018747 27-Oct-2009	
LA CREMA	Singapore	Pending 33 Int.	T0912232D 23-Oct-2009	
LA CREMA	Taiwan	Pending 33 Int.	098047053 23-Oct-2009	

CH67183.1  
208734-10002

**CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT**

State of California

County of Sonoma }

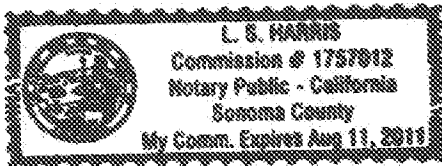
On August 31, 2010 before me, L.S. HARRIS  
Date Here, Insert Name and Title of the Officer

personally appeared Tyler Comstock and Donald M. Hartford  
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 L.S. Harris  
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: \_\_\_\_\_

Document Date: \_\_\_\_\_ Number of Pages: \_\_\_\_\_

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

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

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

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



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

\_\_\_\_\_

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

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



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

\_\_\_\_\_



## UNITED STATES PATENT AND TRADEMARK OFFICE

### Facsimile Transmission

**To:**           **Name:**           DANIEL D. FROHLING - LOEB & LOEB, LLP  
                  **Company:**       321 NORTH CLARK STREET  
                  **Fax Number:**   13128961533  
                  **Voice Phone:**

**From:**       **Name:**           ASSIGNMENT SERVICES BRANCH  
                  **Voice Phone:**   571-272-3350

37 C.F.R. 1.6 sets forth the types of correspondence that can be communicated to the Patent and Trademark Office via facsimile transmissions. Applicants are advised to use the certificate of facsimile transmission procedures when submitting a reply to a non-final or final Office action by facsimile (37 CFR 1.8(a)).

#### Fax Notes:

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Pg#	Description
1	Cover Page
2	452.TXT
4	Document 1, Batch 2166078

USPTO ASSIGNMENT SYSTEM PROCESSING

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Date and time of transmission: Wednesday, September 08, 2010 6:11:56 PM  
Number of pages including this cover sheet: 05

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**TRADEMARK**  
**REEL: 004545 FRAME: 0186**

TO: DANIEL D. FROHLING - LOEB &amp; LOEB, LLP COMPANY: 321 NORTH CLARK STREET

**UNITED STATES PATENT AND TRADEMARK OFFICE**UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND  
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

\*900170709A\*

SEPTEMBER 07, 2010

PTAS

DANIEL D. FROHLING - LOEB & LOEB, LLP  
321 NORTH CLARK STREET  
SUITE 2300  
CHICAGO, IL 60654UNITED STATES PATENT AND TRADEMARK OFFICE  
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENTTHE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF  
THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS  
AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER  
REFERENCED BELOW.PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE  
INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA  
PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD  
FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY  
CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 571-272-3350.  
PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE,  
MAIL STOP: ASSIGNMENT SERVICES BRANCH, P.O. BOX 1450, ALEXANDRIA, VA 22313.

RECORDATION DATE: 09/01/2010

REEL/FRAME: 004270/0787  
NUMBER OF PAGES: 6BRIEF: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL  
DOCKET NUMBER: 208734-00014

## ASSIGNOR:

HARTFORD-JACKSON, LLC

DOC DATE: 07/01/2010  
CITIZENSHIP: CALIFORNIA  
ENTITY: LIMITED LIABILITY  
COMPANY

## ASSIGNEE:

LC TM HOLDINGS, LLC  
421 AVIATION BLVD  
SANTA ROSA, CALIFORNIA 95403CITIZENSHIP: DELAWARE  
ENTITY: LIMITED LIABILITY COMPANYAPPLICATION NUMBER: 75847860  
REGISTRATION NUMBER: 2393573FILING DATE: 11/12/1999  
ISSUE DATE: 10/10/2000

MARK: LA CREMA

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM



TO:DANIEL D. FROHLING - LOEB & LOEB, LLP COMPANY:321 NORTH CLARK STREET

004270/0787 PAGE 2

KIMBERLY WHITE, EXAMINER  
ASSIGNMENT SERVICES BRANCH  
PUBLIC RECORDS DIVISION

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

**09/01/2010**  
**900170709**

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
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<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
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**RECEIVING PARTY DATA**

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**CORRESPONDENCE DATA**

**Fax Number:** (312)896-1533  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
**Email:** tcherkashina@loeb.com  
**Correspondent Name:** Daniel D. Frohling - Loeb & Loeb, LLP  
**Address Line 1:** 321 North Clark Street  
**Address Line 2:** Suite 2300  
**Address Line 4:** Chicago, ILLINOIS 60654

<b>ATTORNEY DOCKET NUMBER:</b>	208734-00014
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<b>NAME OF SUBMITTER:</b>	Daniel D. Frohling
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<b>Signature:</b>	/Daniel D. Frohling/
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<b>Date:</b>	09/01/2010
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CH \$40.00 75847860

TO: DANIEL D. FROHLING - LOEB & LOEB, LLP COMPANY: 321 NORTH CLARK STREET

**Total Attachments: 4**

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