

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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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 |
| Casa De Oro Foods, LLC | | 06/14/2011 | LIMITED LIABILITY COMPANY: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | MESA ACQUISITION, INC. | | |
| Street Address: | 3701 West Magnolia Avenue | | |
| City: | Louisville | | |
| State/Country: | KENTUCKY | | |
| Postal Code: | 40211 | | |
| Entity Type: | CORPORATION: KENTUCKY | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 1628514 | | |
| Registration Number: | 3326428 | PAPA THEODOR'S | |
| Registration Number: | 1481771 | MESA | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (502)581-1087 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 502-568-0225 | | |
| Email: | cstewart@fbtlaw.com | | |
| Correspondent Name: | Cynthia L. Stewart | | |
| Address Line 1: | 400 West Market Street | | |
| Address Line 2: | 32nd Floor | | |
| Address Line 4: | Louisville, KENTUCKY 40202 | | |
| ATTORNEY DOCKET NUMBER: | | MESA ASSIGNMENT | |
| NAME OF SUBMITTER: | | Cynthia L. Stewart | |

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 REEL: 004564 FRAME: 0815

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| Signature: | /Cynthia L. Stewart/ |
| Date: | 06/15/2011 |
| Total Attachments: 3 source=MESA ASSIGNMENT#page1.tif source=MESA ASSIGNMENT#page2.tif source=MESA ASSIGNMENT#page3.tif | |

ASSIGNMENT OF TRADEMARKS AND SERVICE MARKS

THIS ASSIGNMENT OF TRADEMARKS AND SERVICE MARKS (the "Assignment") is entered into as of June 15, 2011, between CASA DE ORO FOODS, LLC a Delaware limited liability company, with an address of 8016 State Line Road, Suite 215, Shawnee Mission, Kansas 66208 ("Assignor"), and MESA ACQUISITION, INC., a Kentucky corporation, with an address of 3701 West Magnolia Avenue, Louisville, Kentucky 40211 ("Assignee").

WHEREAS Assignor had an interest in the following marks (the "Marks"), including all rights under the registrations of the Marks on the Principal Register of the United States Patent and Trademark Office (the "Registrations") as set forth below:

| <u>Service Mark</u> | <u>Registration No.</u> | <u>Date of Issuance</u> |
|---------------------|-------------------------|-------------------------|
| DESIGN ONLY | 1,628,514 | December 18, 1990 |
| PAPA THEODOR'S | 3,326,428 | October 30, 2007 |
| MESA | 1,481,771 | March 28, 1998 |

WHEREAS, Assignor assigned above Marks and Registrations to Assignee pursuant to and in accordance with an Asset Purchase Agreement dated as of September 29, 2008 between MESA ACQUISITION, INC. and CASA DE ORO FOODS, LLC;

WHEREAS, Assignor transferred to Assignee, and Assignee acquired and accepted from Assignor all of Assignor's rights in the Marks and the Registrations;

NOW, THEREFORE, effective as of the date hereof, Assignor hereby confirms the assignment, conveyance and transfer, and assigns, conveys and transfers, unto Assignee all of its right, title and interest in and to the Marks, together with the goodwill of the business symbolized

by the Marks, all proceeds of infringement suits, rights to sue for past, present and future infringements, and all rights corresponding to the Marks throughout the world including, without limitation, the Registrations, and Assignee acknowledges acceptance and receipt of the same.

IN WITNESS WHEREOF, the undersigned, a duly authorized representative of each of Assignor and Assignee, have executed this Assignment on the date set forth below.

CASA DE ORO FOODS, LLC.

By: John S. Dalt

Title: Vice President

Date: June 15, 2011

MESA ACQUISITION, INC.

By: James Reiss
Jim Reiss

Title: Controller

Date: June 14, 2011

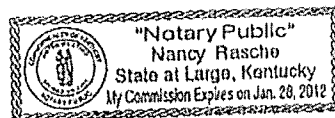
STATE OF Kentucky)
) SS
COUNTY OF Jefferson)

On this 14th day of June, 2011, before me appeared James Rice, the person who signed this instrument, who acknowledged that he/she is a duly appointed officer of Assignor, that he/she is duly authorized by Assignor to sign this instrument, and that he/she has signed this instrument as a free act on behalf of Assignor.

Nancy Rascho
NOTARY PUBLIC

My commission expires: January 28, 2012

STATE OF Kansas)
) SS
COUNTY OF Johnson)



On this 15 day of June, 2011, before me appeared John S. Dalton, the person who signed this instrument, who acknowledged that he/she is a duly appointed officer of Assignee, that he/she is duly authorized by Assignee to sign this instrument, and that he/she has signed this instrument as a free act on behalf of Assignee.

Amy Judd
NOTARY PUBLIC

My commission expires: March 22, 2012

