

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
	Name	Formerly	Entity Type
	D-Lew Enterprises LLC		LIMITED LIABILITY COMPANY: CALIFORNIA
EXECUTION DATE			
		11/30/2011	
RECEIVING PARTY DATA			
Name:	Tastes On The Fly San Francisco, LLC		
Street Address:	411 Borel Avenue, Suite 606		
City:	San Mateo		
State/Country:	CALIFORNIA		
Postal Code:	94402		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	4043598	NAPA FARMS MARKET
CORRESPONDENCE DATA			
Fax Number:	(503)778-5299		
Phone:	503-241-2300		
Email:	harumiyamamoto@dwt.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Harumi Yamamoto		
Address Line 1:	1300 SW Fifth Avenue, Suite 2300		
Address Line 4:	Portland, OREGON 97201-5630		
ATTORNEY DOCKET NUMBER:	88866-9		
NAME OF SUBMITTER:	Harumi Yamamoto		
Signature:	/Harumi Yamamoto/		
Date:	12/07/2011		
Total Attachments: 1 source=NAPA FARMS MARKET Assignment (Executed 2011)#page1.tif			

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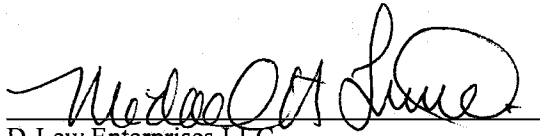
WHEREAS, D-Lew Enterprises LLC, a California corporation with a principal place of business at 411 Borel Avenue, Suite 606, San Mateo, California, is the owner of the following trademark and the associated registration:

Jurisdiction	Mark	Registration No.
United States (Federal)	NAPA FARMS MARKET	4,043,598

WHEREAS, Tastes On The Fly San Francisco, LLC, a California corporation with a principal place of business at 411 Borel Avenue, Suite 606, San Mateo, California, is desirous of acquiring said trademark and registration:

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, D-Lew Enterprises LLC does hereby assign unto Tastes On The Fly San Francisco, LLC all right, title and interest, including common law rights, in the United States of America and all other countries and jurisdictions of the world in and to the above trademark and registration, and all other names and marks similar to or based upon the NAPA FARMS MARKET ("Names and Marks"); the goodwill of the business associated therewith and symbolized thereby; all registration and pending applications associated with the Names and Marks (including without limitation those listed above); all rights of priority therein in any jurisdiction of the world as may now or hereafter be granted to it by law, treaty or other international convention; and all rights, interests, claims and demands recoverable in law or in equity, that D-Lew Enterprises LLC has or may have in profits and damages for past, present and future infringements thereof, including but not limited to the right to compromise, sue for and collect said profits and damages.

Signed at San Francisco CA, this 30 day of November, 2011.



D-Lew Enterprises LLC

By: Michael Levine

Title: Chief Operations Officer