

TRADEMARK ASSIGNMENT

Electronic 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
Michael R. Espinosa		12/18/2012	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	White Ruffy Seafood, Inc.		
Street Address:	2560 W. Atlanta Avenue		
City:	Fresno		
State/Country:	CALIFORNIA		
Postal Code:	93711		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3408200	WHITE RUFFY	
Registration Number:	2381955	WHITE RUFFY BRAND	
Registration Number:	2501134	"NO FISHY SMELL" WHEN COOKING	
Registration Number:	2820585	CHEF AL	
CORRESPONDENCE DATA			
Fax Number:	4154713400		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	4154713100		
Email:	sftrademarks@aporter.com		
Correspondent Name:	ARNOLD & PORTER LLP		
Address Line 1:	3 Embarcadero Center, 10th Fl.		
Address Line 2:	attn: Carole F. Barrett		
Address Line 4:	San Francisco, CALIFORNIA 94111-4024		
ATTORNEY DOCKET NUMBER:	40089.01 MIKE TO WHITE		

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NAME OF SUBMITTER:	Carole F. Barrett
Signature:	/CFB_dch/
Date:	05/15/2013
Total Attachments: 2 source=Assign - Espinosa to White Ruffy#page1.tif source=Assign - Espinosa to White Ruffy#page2.tif	

ASSIGNMENT OF TRADEMARKS

THIS TRADEMARK ASSIGNMENT is effective as of December 18, 2012, by and between Michael R. Espinosa, an individual citizen of the United States, whose address is 2560 W. Atlanta Avenue, Fresno, California 93711 ("Assignor") and White Ruffy Seafood, Inc., a California corporation, whose address is 2560 W. Atlanta Avenue, Fresno, California 93711 ("Assignee").

WHEREAS, Assignor has adopted and is currently using the trademarks listed on Exhibit A, which are registered with the United States Patent and Trademark Office.

WHEREAS, Assignee wants to acquire the trademarks and registrations and any and all common law rights attached to the trademarks listed on Exhibit A;

THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor assigns to Assignee all of its right, title and interest in and to the trademarks and the federal trademark registrations listed on Exhibit A (including without limitation the right to sue for past infringements), together with the goodwill of the business symbolized by the trademark registrations.

IN WITNESS WHEREOF, Assignor has executed and delivered this Assignment effective as of December 18, 2012.

ASSIGNOR:

Michael R. Espinosa, an individual citizen of the United States,

By:


Name: Michael R. Espinosa

EXHIBIT A

	MARK	REG. NO.	REG. DATE
1.	WHITE RUFFY	3,408,200	April 8, 2008
2.	WHITE RUFFY BRAND	2,381,955	August 29, 2000
3.	"NO FISHY SMELL" WHEN COOKING	2,501,134	October 23, 2001
4.	CHEF AL and fish design	2,820,585	March 9, 2004