

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM342777

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Fresh Food Concepts, Inc.		10/07/2014	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Simply Fresh Foods, Inc.		
Street Address:	11215 Knott Avenue, Suite A		
City:	Cypress		
State/Country:	CALIFORNIA		
Postal Code:	90630		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1553101	RIO DE ORO	
Registration Number:	1554894	ROJO'S	
CORRESPONDENCE DATA			
Fax Number:	3128622200		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	312-862-6371		
Email:	renee.prescan@kirkland.com		
Correspondent Name:	Renee Prescan		
Address Line 1:	300 North LaSalle Street		
Address Line 2:	Kirkland & Ellis LLP		
Address Line 4:	Chicago, ILLINOIS 60654		
ATTORNEY DOCKET NUMBER:	40438-3 RMP		
NAME OF SUBMITTER:	RENEE M. PRESCAN		
SIGNATURE:	/Renee M. Prescan/		
DATE SIGNED:	05/29/2015		
Total Attachments: 2			
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Delaware

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The First State

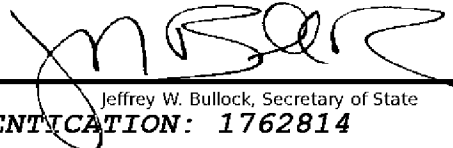
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "FRESH FOOD CONCEPTS, INC.", CHANGING ITS NAME FROM "FRESH FOOD CONCEPTS, INC." TO "SIMPLY FRESH FOODS, INC.", FILED IN THIS OFFICE ON THE SEVENTH DAY OF OCTOBER, A.D. 2014, AT 2:26 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE KENT COUNTY RECORDER OF DEEDS.

4882390 8100

141266244




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 1762814

DATE: 10-08-14

You may verify this certificate online
at corp.delaware.gov/authver.shtml

TRADEMARK
REEL: 005525 FRAME: 0232

CERTIFICATE OF AMENDMENT OF
CERTIFICATE OF INCORPORATION, AS AMENDED

of

FRESH FOOD CONCEPTS, INC.


It is hereby certified that:

1. The name of the corporation (the "Corporation") is Fresh Food Concepts, Inc.
2. The Certificate of Incorporation of the Corporation, as amended, is hereby amended by deleting Section 1 and by substituting in lieu of that Section the following:

"The name of the corporation is Simply Fresh Foods, Inc."

3. The amendment of the certificate of incorporation herein certified has been duly adopted in accordance with the provisions of Sections 228 and 242 of the General Corporation Law of the State of Delaware.

Signed on this 7th day of October, 2014.



Dale A. Jabour
President