

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM348987

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
RiceTec, Inc.		05/29/2015	CORPORATION:
RECEIVING PARTY DATA			
Name:	Riviana Foods Inc.		
Street Address:	2777 Allen Parkway		
City:	City of Houston		
State/Country:	TEXAS		
Postal Code:	77019		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1970486	CHEF'S ORIGINALS	
Registration Number:	1966697	FLAVORED BY NATURE	
CORRESPONDENCE DATA			
Fax Number:	7037392815		
<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>			
Email:	iprecordals@cpaglobal.com, kkumar4@cpaglobal.com		
Correspondent Name:	CPA GLOBAL LTD		
Address Line 1:	LIBERATION HOUSE		
Address Line 2:	CASTLE STREET		
Address Line 4:	ST HELIER, JERSEY JE1 1BL		
NAME OF SUBMITTER:	HEIDI WHITTINGHAM		
SIGNATURE:	/H/WHIT/EBRO Riviana (Rice Tec)AG/2TM/		
DATE SIGNED:	07/23/2015		
Total Attachments: 4			
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INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT

This Intellectual Property Assignment Agreement (the "Assignment") is made and entered into as of May 29, 2015 (the "Effective Date") by and between RiceTec, Inc., a Delaware corporation ("Assignor") and Riviana Foods Inc., a Delaware corporation (the "Assignee").

WHEREAS, Assignor is the owner of the trademark registrations and applications for registration listed on Exhibit A hereto (the "Trademarks") and the domain names listed on Exhibit A hereto (the "Domain Names");

WHEREAS, pursuant to that certain Asset Purchase Agreement, dated as of the date hereof, by and between Assignor and Assignee (the "Purchase Agreement"), Assignee purchased the Trademarks and Domain Names (collectively, the "Registered Intellectual Property") from Assignor;

WHEREAS, Assignor wishes to assign to Assignee, and Assignee wishes to accept the assignment of all of Assignor's right, title and interest in and to the Registered Intellectual Property.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged and intending to be legally bound hereby, Assignor and Assignee agree as follows:

1. Assignment of the Trademarks. Assignor hereby assigns and transfers to Assignee, and Assignee hereby receives, acquires and accepts, all of Assignor's right, title and worldwide interest, in and to the Trademarks, including (i) all of the goodwill associated or connected with the use of, and symbolized by, the Trademarks, (ii) all registrations obtained by Assignor for the Trademarks including all extensions and renewals thereof, (iii) the right to file any document to maintain the Trademarks and any associated registrations, (iv) all common law trademark and trade name rights in the Trademarks, (v) the right to file applications for registration of the Trademarks worldwide, and (vi) the right to sue for past, present and future infringement, dilution or other violation of the Trademarks and collect and retain all damages, settlements and proceeds recovered therefrom; and all rights corresponding with any of the foregoing throughout the world.

2. Assignment of the Domain Names. Assignor hereby assigns and transfers to Assignee, and Assignee hereby receives, acquires and accepts, all of Assignor's worldwide right, title and interest in and to the Domain Names, including: (i) the right to enforce the rights to said Domain Names; (ii) the right to all income derived from said Domain Names, and (iii) any and all claims, and rights for damages, profits, and other awards by reason of any past, present, and future unauthorized use or other violation of any rights in the Domain Names, unfair competition and/or deceptive trade practices related to the Domain Names, and all other related causes of action, and the right to sue therefor.

3. Further Assurances. Assignor hereby authorizes the Commissioner for Trademarks of the United States Patent and Trademark Office and all other corresponding entities or agencies in any applicable government or country, to record Assignee as the owner of the Registered Intellectual Property. Assignor covenants and agrees that Assignor will at any time upon Assignee's reasonable request make, execute and deliver, any and all other instruments in writing, including further applications, papers, affidavits, powers of attorney, assignments, and other documents, and do all lawful acts and things, which, in the reasonable opinion of counsel for Assignee, its successors and assigns, may in any country be required or necessary to more effectively secure to and vest in Assignee, its successors and assigns the Registered Intellectual Property, provided that all of Assignor's out of pocket costs and expenses in connection with performing the foregoing acts shall be paid for by Assignee.

4. Counterparts; Facsimile or Email Signatures. This Agreement may be executed in one (1) or more counterparts, each of which shall be deemed an original but all of which together will constitute one and the same instrument. This Agreement or any counterpart may be executed and

delivered by facsimile or email with scan attachment copies or .pdf, each of which shall be deemed an original.

5. Entire Agreement. This Agreement and the Purchase Agreement constitute the entire agreement between the parties hereto and supersede any prior understandings, agreements or representations by or between the parties, written or oral, to the extent they relate in any way to the subject matter hereof.

6. Amendment. No amendment of any provision of this Agreement shall be valid unless the same shall be in writing and signed by each party hereto.

7. Headings. The paragraph headings contained in this Agreement are inserted for convenience only and shall not affect in any way the meaning or interpretation of this Agreement.

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IN WITNESS WHEREOF, the parties have caused this Assignment to be executed by their duly authorized representative as of the Effective Date.

ASSIGNOR

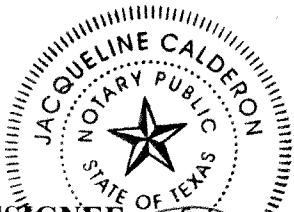
RICETEC, INC.

By: Tina Bresler
Name: Tina Bresler
Title: President
Date: 6/22/2015

NOTARY

UNITED STATES OF AMERICA)
STATE OF TEXAS) SS:
COUNTY OF HARRIS)

On this 22nd day of JUNE 2015, before me personally appeared Tina Bresler to me known, and known to me to be President of the Company above named and she acknowledged to me that she executed the foregoing document by authority of the said Company and for the purposes therein expressed, and that said Company is incorporated under the laws of the State of Delaware, United States of America.



Jacqueline Calderon
JACQUELINE CAUDERON

Notary Public
Date my Commission expires: 7/18/2017

~~ASSIGNEE~~
RIVIANA FOODS, INC.

By: Bastiaan G. de Zeeuw
Name: Bastiaan G. de Zeeuw
Title: President & CEO
Date: JUNE 18, 2015

NOTARY

UNITED STATES OF AMERICA)
STATE OF TEXAS) SS:
COUNTY OF HARRIS)

On this 18th day of JUNE 2015, before me personally appeared Bastiaan G. de Zeeuw to me known, and known to me to be President & CEO of the Company above named and he acknowledged to me that he executed the foregoing document by authority of the said Company and for the purposes therein expressed, and that said Company is incorporated under the laws of the State of Delaware, United States of America.



Amy J. Martin
Amy J. Martin

Notary Public
Date my Commission expires: 09-23-18

EXHIBIT A – REGISTERED INTELLECTUAL PROPERTY

I. TRADEMARKS

Registrations

Jurisdiction	Mark Name	Registration Number	Registration Date
USA	CHEF'S ORIGINALS	1,970,486	4/23/1996
USA	FLAVORED BY NATURE	1,966,697	4/9/1996
Denmark	JASMATI	VR 1994 05696	8/19/1994
Ireland	JASMATI	165804	5/16/1994
Denmark	KASMATI	VR 1994 05697	8/19/1994
Ireland	KASMATI	165805	5/16/1994
United Kingdom	RICESELECT FLAVORED BY NATURE IN THE USA	2039666A	11/29/1996
United Kingdom	TEXAMI	2171620	12/18/1998
Denmark	TEXMATI	VR 1978 00643	2/17/1978
Ireland	TEXMATI	165803	5/16/1994
Norway	TEXMATI	102050	5/10/1979
Portugal	TEXMATI	000301019	7/10/1995
Sweden	TEXMATI	161470	11/25/1977
Venezuela	TEXMATI	177567	10/7/1995

Applications

Jurisdiction	Mark Name	Application Number	Application Date
Colombia	JASMATI	15-057855	5/11/2015
Canada	KASMATI	1717227	2/27/2015
Colombia	KASMATI	15-057871	3/13/2015
Canada	RICESELECT	1717229	2/27/2015
Colombia	RICESELECT	15-057900	3/13/2015
Canada	ROYAL BLEND	1717230	2/27/2015
Colombia	ROYAL BLEND	15-107223	5/11/2015
Canada	TEXMATI	1717232	2/27/2015
Colombia	TEXMATI	15-057947	3/13/2015

II. DOMAIN NAMES

Domain Name	Expiration Date
chefsoriginal.com	12/30/2021
riceselect.com	12/30/2021
texmati.com	12/30/2021
ricedirect.com	7/21/2021

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