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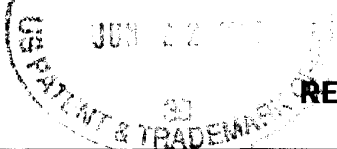
FORM PTO-1618A
Expires 06/30/99
OMB 0651-0027

07-08-1998

U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK



100756948



RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID # _____
- Correction of PTO Error
Reel # _____ Frame # _____
- Corrective Document
Reel # _____ Frame # _____

Conveyance Type

- Assignment License
 - Security Agreement Nunc Pro Tunc Assignment
 - Merger Change of Name
 - Other _____
- Effective Date
Month Day Year

Conveying Party

Mark if additional names of conveying parties attached

Name Salsa Express Corporation

Execution Date
Month Day Year
08291996

Formerly _____

- Individual General Partnership Limited Partnership Corporation Association
- Other _____

Citizenship/State of Incorporation/Organization New Mexico

Receiving Party

Mark if additional names of receiving parties attached

Name Crest Fruit Company

DBA/AKA/TA _____

Composed of _____

Address (line 1) 100 North Tower Road

Address (line 2) _____

Address (line 3) Alamo City Texas State/Country 78516 Zip Code

- Individual General Partnership Limited Partnership Corporation Association
- Other _____

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

Citizenship/State of Incorporation/Organization Texas

FOR OFFICE USE ONLY

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS FOR RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to: 0149
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number *or* the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Registration Number(s)

<input type="text" value="2033752"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

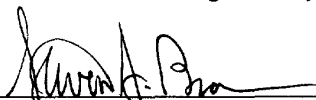
Yes

No

Statement and Signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Steven G. Brown, Corporate Attorney



June 18, 1998

Name of Person Signing

Signature

Date Signed

2-18-98



481 - \$40.00 WH

02-20-1998



100638206

February 14, 1997

Assistant Commissioner of Patents & Trademarks
United States Patent and Trademark Office
2900 Crystal Drive
Arlington, VA 22202-3513



RE: Trademark Registration "SALSAEXPRESS" and Design
Registration No. 2,033,752

Dear Sir/Madam:

Enclosed for recording please find an Assignment of Intellectual Property Rights from Salsa Express Corporation to Crest Fruit Company.

Please index the Assignment against Trademark Registration No. 2,033,752 for SALSAEXPRESS and design and deduct the appropriate fees from the Standex International Corporation Account No. 19-4112. Please provide evidence of the recorded assignment to the undersigned.

Thank you for your kind attention to this matter.

Sincerely,

Deborah A. Rosen
Assistant General Counsel

DAR/dpr

ASSIGNMENT OF INTELLECTUAL PROPERTY RIGHTS

This Assignment of Intellectual Property Rights, dated as of August 29, 1996 between Salsa Express Corporation, a New Mexico corporation with its principal place of business at 3505 Constitution, N.E., Albuquerque, New Mexico 87106 (the "Seller") and Crest Fruit Company, a Texas corporation with its principal place of business at 100 North Tower Road, Alamo, Texas 78516 (the "Buyer").

WHEREAS, Seller and Buyer have entered into a Purchase and Sale Agreement dated as of August 19, 1996 (the "Purchase Agreement") whereby Buyer has agreed to acquire certain of the assets of the Seller; and

WHEREAS, Seller and Buyer have entered into and executed a certain Bill of Sale, dated as of the date hereof, whereby Buyer shall acquire certain of the assets of Seller related to Seller's business of the marketing and sales through mail order distribution of salsa and related items;

NOW THEREFORE, in consideration of the assignment of the assets pursuant to the Bill of Sale and subject to the covenants and conditions thereof and of the Purchase Agreement, the parties hereto agree as follows:

1. Any term used herein or in the Schedules that is not defined herein, shall have the meaning defined in the Purchase Agreement.

2. Seller hereby assigns, sells and sets over on even date herewith unto the Buyer its entire, right, title and interest to the intangible properties listed on Schedule A hereto, said intangible properties to be held and enjoyed by the Buyer as fully and entirely as the same would have been held by Seller had this assignment and sale not been made, together with all claims for damages by reason of past infringement of said intangible properties, along with the right to sue for and collect the same for its own use and behalf, and for the use and behalf of its successors and assigns:

(a) all trademarks and service marks of Seller relating to the Business, all rights associated with each such trademark and service mark, and any and all goodwill associated therewith;

(b) the United States trademark and service mark registrations and pending applications listed on Schedule A hereto, all rights associated with each such registration and application, and any and all goodwill associated therewith; and

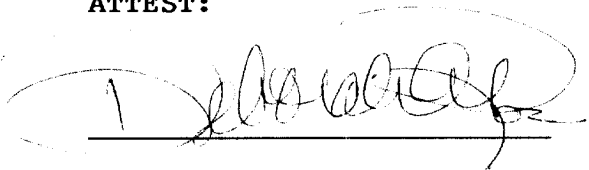
(c) the United States copyrights and pending applications listed on Schedule B hereto and any and all goodwill associated therewith.


3. This Assignment is given in furtherance of the transactions contemplated by the Purchase Agreement and does not constitute an amendment or modification thereof.

IN WITNESS WHEREOF, the authorized officers of Seller and Buyer hereto have caused this Assignment of intangible property rights to be duly executed and delivered on the date first written above.

ATTEST:


CREST FRUIT COMPANY

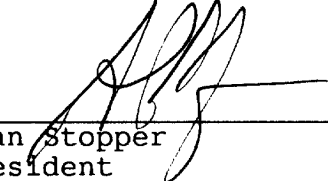


By: 
Harry Goodwin
Its: President

ATTEST:

SALSA EXPRESS CORPORATION



By: 
Alan Stopper
Its: President

TRADEMARK/SERVICE MARK APPLICATION, PRINCIPAL REGISTER, WITH DECLARATION	MARK (Word(s) and/or Design) "SalsaExpress" and Design	CLASS NO. (If known)
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TO THE ASSISTANT COMMISSIONER FOR TRADEMARKS

APPLICANT'S NAME: Salsa Express Corporation

APPLICANT'S BUSINESS ADDRESS: P.O. Box 3985
Albuquerque, NM 87190

(Display address exactly as it should appear on registration)

APPLICANT'S ENTITY TYPE (Check one and supply requested information)

Individual - Citizen of (Country) _____

Partnership - State where organized (Country, if appropriate) _____
 Names and Citizenship (Country) of General Partners: _____

Corporation - State (Country, if appropriate) of Incorporation New Mexico

Other (Specific Nature of Entity and Domicile) _____



GOODS AND/OR SERVICES

Applicant requests registration of the trademark service mark shown in the accompanying drawing in the United States Patent and Trade-mark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. 1051 et. seq., as amended) for the following goods/ services (SPECIFIC GOODS AND/OR SERVICES MUST BE INSERTED HERE):

Mail order catalog sales of salsa, packaged pepper based/flavored and spicy flavored food products; southwestern foods, ingredients, preparation equipment and serving pieces, kitchen utensils and apparel; publications concerning spicy foods; chile ristras, wreaths and chile design lights and decorations, T-shirts and posters, all produced by others.

BASIS FOR APPLICATION. (Check boxes which apply, but never both the first AND second boxes, and supply requested information related to each box checked.)

Applicant is using mark in commerce on or in connection with the above identified goods/services. (15 U.S.C. 1051(a), as amended.) Three specimens showing the mark as used in commerce are submitted with this application.

- Date of first use of the mark in commerce which the U.S. Congress may regulate (for example, interstate or between the U.S. and a foreign country): April, 1992
- Specify the type of commerce Interstate
 (for example, interstate or between the U.S. and a specified foreign country)
- Date of first use anywhere (the same as or before use in commerce date): October, 1991
- Specify intended manner or mode of use of mark on or in connection with the goods/services.
Service Mark is used on catalogs and in advertising
 (for example, trademark is applied to labels, service mark is used in advertisements)

Applicant has a bona fide intention to use the mark in commerce on or in connection with the above identified goods/services. (15 U.S.C. 1051(b), as amended.)

- Specify manner or mode of use of mark on or in connection with the goods/services. _____
 (for example, trademark will be applied to labels, service mark will be used in advertisements)

Applicant has a bona fide intention to use the mark in commerce on or in connection with the above identified goods/services and asserts a claim of priority based upon a foreign application in accordance with 15 U.S.C. 1126(d), as amended

- Country of foreign filing _____
- Date of foreign filing _____

Applicant has a bona fide intention to use the mark in commerce or in connection with the above identified goods/services and, accompanying this application, submits a certification or certified copy of a foreign registration in accordance with 15 U.S.C. 1126(e), as amended

- Country of registration _____
- Registration number _____

NOTE: Declaration, on Reverse Side, MUST be Signed

REEL 1748 FRAME 0154
 SCHEDULE A

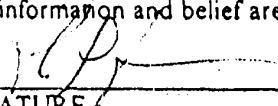
Submitted on one page, side two of the form should be "Upside Down" in relation to page 1.

DECLARATION

The undersigned being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U S C 1001, and that such willful false statements may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be owner of the trademark/service mark sought to be registered, or if the application is being filed under 15 U S C. 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the above identified mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive, and that all statements made of his/her own knowledge are true and that all statements made on information and belief are believed to be true.

February 9, 1996
DATE

(505) 262-1257
TELEPHONE NUMBER


SIGNATURE

Alan P. Stopper, President
PRINT OR TYPE NAME

INSTRUCTIONS AND INFORMATION FOR APPLICANT

TO RECEIVE A FILING DATE, THE APPLICATION MUST BE COMPLETED AND SIGNED BY THE APPLICANT AND SUBMITTED ALONG WITH:

1. The prescribed FEE of \$245.00* for each class of goods/services listed in the application;
2. A DRAWING PAGE displaying the mark in conformance with 37 CFR 2.52;
3. If the application is based on use of the mark in commerce, THREE (3) SPECIMENS (evidence) of the mark as used in commerce for each class of goods/services listed in the application. All three specimens may be in the nature of (a) labels showing the mark which are placed on the goods, (b) photographs of the mark as it appears on the goods, (c) brochures or advertisements showing the mark as used in connection with the services
4. An APPLICATION WITH DECLARATION (this form) - The application must be signed in order for the application to receive a filing date. Only the following person may sign the declaration, depending on the applicant's legal entity: (a) the individual applicant, (b) an officer of the corporate applicant, (c) one general partner of a partnership applicant, (d) all joint applicants

SEND APPLICATION FORM, DRAWING PAGE, FEE AND SPECIMENS (IF APPROPRIATE) TO:

Assistant Commissioner for Trademarks
Box New App / Fee
2900 Crystal Drive
Arlington, VA 22202-3513

Additional information concerning the requirements for filing an application is available in a booklet entitled Basic Facts About Registering a Trademark, which may be obtained by writing to the above address or by calling (703) 308-9000

* Fees are subject to change, changes usually take effect on October 1. If filing on or after October 1, 1995, please call the PTO to confirm the correct fee

This form is estimated to take an average of 1 hour to complete, including time required for reading and understanding instructions, gathering necessary information, recordkeeping, and actually providing the information. Any time taken to fill out the form, including the amount of time required to complete the form, should be sent to the Office of Management and Organization, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, D.C. 20514, and Paper Reduction Project, 10100, 1100, Commerce and Regulatory Affairs, Office of Management and Budget, Washington, D.C. 20503. Do not use this form for any other purpose.

TRADEMARK
REEL: 1748 FRAME: 0155

APPLICANT'S NAME: SALSA EXPRESS CORPORATION

APPLICANT'S ADDRESS: P. O. Box 3985, Albuquerque, New Mexico 87190-0575

GOODS/SERVICES: Mail order catalog sales of salsa, packaged pepper based/flavored and spicy flavored food products; southwestern foods, ingredients, preparation equipment and serving pieces, kitchen utensils and apparel; publications concerning spicy foods; chile ristras, wreaths and chile design lights and decorations. **TRADEMARK RECD**
The goods and services listed are those actually produced by others.

DATE OF FIRST USE: October, 1991

DATE OF FIRST USE IN COMMERCE: April, 1992

DESIGN: Chile Pepper



SCHEDULE B

NONE