

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	Execution Date	Entity Type
Chi-Chi's, Inc.		06/30/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Hormel Foods, LLC
Street Address:	1 Hormel Place
City:	Austin
State/Country:	MINNESOTA
Postal Code:	55912
Entity Type:	Limited Liability Company: MINNESOTA

PROPERTY NUMBERS Total: 34

Property Type	Number	Word Mark
Registration Number:	2399002	ARCTIC SNOWSLIDE
Serial Number:	74553882	BATIDA
Registration Number:	2535186	CALYPSO COOLER SLUSHIE
Registration Number:	2312650	CARIBBEAN MUDSLIDE
Registration Number:	2178590	CHI-CHI'S
Registration Number:	2465506	CHI-CHI'S
Registration Number:	2045603	CHI-CHI'S
Registration Number:	1779107	CHI-CHI'S
Registration Number:	1594464	CHI-CHI'S
Registration Number:	1458630	CHI-CHI'S
Registration Number:	1362295	CHI-CHI'S
Registration Number:	1864349	CHI-CHI'S
Registration Number:	1801654	CHI-CHI'S
Registration Number:	1367947	CHI-CHI'S

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Registration Number:	1902894	CHI-CHI'S
Registration Number:	1800200	CHI-CHI'S
Registration Number:	1773095	CHI-CHI'S
Registration Number:	1528459	CHI-CHI'S
Registration Number:	2126582	CHI-CHI'S
Registration Number:	1228572	CHI-CHI'S
Registration Number:	1233608	CHI-CHI'S
Registration Number:	1458631	CHI-CHI'S
Registration Number:	1363653	CHI-CHI'S I-N-C-R-E-D-I-B-L-E MARGARITAM-I-X
Registration Number:	1371584	CHI-CHI'S I-N-C-R-E-D-I-B-L-E SALSA
Registration Number:	2735854	CHI-CHI'S MEXICAN MUDSLIDE
Registration Number:	2656834	CHI-CHI'S PINA COLADA
Serial Number:	76591354	CHI-CHI'S VANILLA MUDSLIDE
Registration Number:	1965070	CORAL
Registration Number:	2301082	MELON SLUSHIE
Registration Number:	1911680	NANABERRY RITA
Registration Number:	1905850	PINA RITA
Registration Number:	2767481	SALSABRATION
Serial Number:	76252877	SALSA-BRATION
Registration Number:	1895250	SHAMROCK O'RITA

CORRESPONDENCE DATA

Fax Number: (507)437-5135
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 507-437-5248
Email: kcjones@hormel.com
Correspondent Name: Kevin C. Jones
Address Line 1: 1 Hormel Place
Address Line 4: Austin, MINNESOTA 55912

NAME OF SUBMITTER:	Kevin C. Jones
Signature:	/Kevin C. Jones/
Date:	07/20/2005

Total Attachments: 12
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TRADEMARK ASSIGNMENT

WHEREAS, Chi-Chi's, Inc., a Delaware corporation located at 2710 Alton Avenue, Irvine, California, 92606 ("Assignor"), is the owner of all right, title and interest in and to the marks and registrations and applications for registrations (collectively the "Marks") identified in Schedule I attached hereto;

WHEREAS, Hormel Foods, LLC ("Assignee") is desirous of acquiring said Marks and the registrations and applications for registrations thereon throughout the world associated with the Retail Trade, which is defined as all trade channels excluding restaurant trade channels, except to the extent that restaurant owners purchase products from Assignee for resale in their restaurant(s) and except as to grocery food products sold over the counter in restaurants, or stated another way, prepackaged grocery food items not prepared on-site at a restaurant sold in the retail packaging;

NOW THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignor hereby sells, assigns and transfers unto Assignee all right, title and interest in and to the aforementioned Marks throughout the world, whether statutory or at common law associated with the Retail Trade, including the right to sue for past as well as future infringement and dilution and collect and retain all damages and profits and all other remedies for past infringement thereof, together with the goodwill of the business symbolized by the Marks, and the registrations and applications for registration thereon. Applicant assigns pending intent-to-use applications in the United States as shown on the

attached Schedule I with the entire retail portion of the Assignor's business to which the Marks pertain, said business being ongoing and existing.

Assignor agrees to execute and deliver to Assignee any further papers and to use reasonable efforts to do such other acts as may be necessary and proper to vest full title in and to the Marks and the goodwill of the business symbolized by the Marks, and the registrations and applications for registration thereon with the Assignee.

The appropriate governmental authorities in all countries and jurisdictions covered by this Assignment are hereby authorized and requested to issue all Certificates of Registration upon registration and Certificates of Renewal for all pending Marks to the Assignee.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by its duly authorized representative as of June 30, 2004.

Chi-Chi's, Inc.
a Delaware corporation

By: Anthony G. Baril

Name: Anthony G. Baril

Title: President and Treasurer

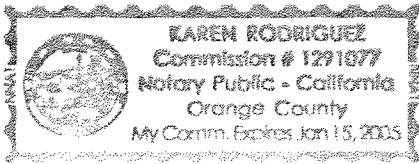
Notary:

STATE OF California)
COUNTY OF Orange) ss.

Subscribed and sworn to before me this 2nd day of July, 2004.

Karen Rodriguez
Notary Public

My Commission Expires: 1-15-2005



COUNTRY	MARK	GOODS/SERVICES	CLASS	APPL. NO.	FILING DATE	REG. NO.	REG. DATE	STATUS
Taiwan	CHI-CHIS (STYLIZED)		24	81040723	08/13/92	593878	04/16/93	Registered; Renewal due 04/15/2013
Taiwan	CHI-CHIS (STYLIZED)		21			00590083	03/16/93	Registered; Renewal due 03/15/2013
Tangier	CHI-CHIS (STYLIZED)		29, 30, 31, 42		06/05/92	8455	06/05/92	Registered; Renewal due 12/05/2011
United Kingdom	CHI-CHIS (BLOCK & STYLIZED)	Tequila, tequila-based drinks, margaritas.	33	1,519,193	11/1//92	1,519,193	01/13/95	Registered; Renewal due 11/19/2009
United Kingdom	CHI-CHIS (BLOCK & STYLIZED)	Beers; mineral and aerated waters and other non-alcoholic drinks; fruit drinks and fruit juices; syrups and other preparations for making beverages; non-alcoholic cocktails; alcoholic drinks with an alcohol content of less than 1.2% by volume; alcoholic cocktails with an alcohol content of less than 1.2% by volume; any of the aforesaid goods prepared (Class 32). Alcoholic beverages (except beers); alcoholic cocktails; any of the aforesaid goods prepared (Class 33).	32, 33	2,139,883	07/23/97	2139883	02/20/98	Registered; Renewal due 07/23/2007
United States	ARCTIC SNOWSLIDE	Alcoholic beverages, namely, vanilla and rum flavored prepared cocktail.	33	75/520,787	07/17/1998	2,399,002	10/31/2000	Registered; §§8/15 due 10/31/2006

COUNTRY	MARK	GOODS/SERVICES	CLASS	APPL. NO.	FILING DATE	REG. NO.	REG. DATE	STATUS
United States	BATIDA	Alcoholic beverages, namely margaritas.	33	74/553,882	07/26/94	---	---	Abandoned
United States	CALYPSO COOLER SLUSHIE	Alcoholic beverages, namely, pineapple, strawberry, and rum flavored prepared cocktail.	33	75/520,788	07/17/98	2,535,186	02/05/02	Registered; §§8/15 due 02/05/2008
United States	CARIBBEAN MUDSLIDE	Alcoholic beverages, namely, tropical fruit and rum flavored prepared cocktail.	33	75/520,791	07/17/98	2,312,650	01/25/00	Registered (supplemental); §8 due 01/25/2006
United States	CHI-CHIS	Prepared alcoholic cocktails.	33	75/339,206	08/11/97	2,178,590	08/04/98	Registered; §§8/15 due 08/04/2004
United States	CHI-CHIS	Salad dressings and grill sauces.	30	76/025,786	04/13/00	2,465,506	07/03/01	Registered; §§8/15 due 07/03/2007
United States	CHI-CHIS	Frozen Mexican dinner entrees consisting primarily of burritos, enchiladas and chimichangas.	30	75/017,674	11/13/95	2,045,603	03/18/97	Registered; §§8/15 accepted; Renewed
United States	CHI-CHIS	Flour and corn tortillas; taco shells.	30	74/314,227	04/06/93	1,779,107	06/29/93	Registered; §§8/15 accepted; Renewed 09/12/2003
United States	CHI-CHIS	Corn chips.	30	73/810,153	07/03/89	1,594,464	05/01/90	Registered; §§8/15 accepted; Renewed; Next renewal due 05/01/2010
United States	CHI-CHIS (STYLIZED)	Alcoholic beverages, namely, prepared margaritas.	33	73/637,279	12/29/86	1,458,630	09/22/87	Registered; §§8/15 accepted; Renewal due 09/22/2007

COUNTRY	MARK	GOODS/SERVICES	CLASS	APPL. NO.	FILING DATE	REG. NO.	REG. DATE	STATUS
United States	CHI-CHIS (STYLIZED) *	Non-alcoholic cocktail mixes.	32	73/517,175	01/11/85	1,362,295	09/24/85	Registered; §§8/15 accepted; Renewal due 09/24/2005
United States	CHI-CHIS (STYLIZED) *	Dry taco seasoning.	30	74/321,287	10/09/92	1,864,349	11/22/94	Registered; §§8/15 accepted; Renewal due 11/22/2004
United States	CHI-CHIS (STYLIZED) *	Sauces, namely, pico de gallo and salsa verde.	30	74/320,595	10/07/92	1,801,654	10/26/93	Registered; §§8/15 accepted; Renewal due 10/26/2003 Renewed (?) Abandoned
United States	CHI-CHIS (STYLIZED) *	Sauces, namely, tomato-based sauces, with differing spices and margarita heavy grade salt.	30	73/517,174	01/11/85	1,367,947	10/29/85	Registered; §§8/15 accepted; Renewal due 10/29/2005
United States	CHI-CHIS (STYLIZED) *	Shredded cheese.	29	74/517,927	04/28/94	1,902,894	07/04/95	Registered; §§8/15 accepted; Renewal due 07/04/2005
United States	CHI-CHIS (STYLIZED) *	Processed green chilies, whole and diced; processed jalapenos, whole and wheels; diced tomatoes and green chilies.	29	74/319,347	10/02/92	1,800,200	10/19/93	Registered; §§8/15 accepted; Renewed 12/24/2003; Next renewal 10/19/2013
United States	CHI-CHIS (STYLIZED) *	Refried beans and processed charro beans.	29	74/319,330	10/02/92	1,773,095	05/25/93	Registered; §§8/15 accepted; Renewed 08/30/2003; Next renewal 05/25/2013
United States	CHI-CHIS (STYLIZED) *	Food dips, namely, bean dip and cheese dip.	29	73/729,030	05/18/88	1,528,459	03/07/89	Registered; §§8/15 accepted; Renewal due 03/07/2009

COUNTRY	MARK	GOODS/SERVICES	CLASS	APPL. NO.	FILING DATE	REG. NO.	REG. DATE	STATUS
United States	CHI-CHIS (STYLIZED) *	Clothing, namely, cotton shirts, short sleeve shirts, long sleeve shirts, sheeting shirts, polo shirts, sweatshirts, jackets and caps.	25	75/039,082	01/02/96	2,126,582	01/06/98	Registered; §§8/15 accepted; Renewal due 01/06/2008
United States	CHI-CHIS (STYLIZED) *	Clothing, namely, T-shirts.	25	73/350,074	02/12/82	1,228,572	02/22/83	Registered; §§8/15 accepted; Renewed 05/08/2003
United States	CHI-CHIS (STYLIZED) *	Glass beverageware.	21	73/350,075	02/12/82	1,233,608	04/05/83	Cancelled
United States	CHI-CHIS (STYLIZED) *	Alcoholic beverages, namely, tequila.	33	73/637,280	12/29/86	1,458,631	09/22/87	Registered; §§8/15 accepted; Renewal due 09/22/2007
United States	CHI-CHIS I-N-C-R-E-D-I-B-L-E MARGARITA MIX Design Plus Words	Non-alcoholic margarita mixes.	32	73/517,177	01/11/85	1,363,653	10/01/85	Registered; §§8/15 accepted; Renewal due 10/01/2005
United States	CHI-CHIS I-N-C-R-E-D-I-B-L-E SALSA (STYLIZED) *****	Tomato-based sauce.	30	73/517,173	01/11/85	1,371,584	11/19/85	Registered; §§8/15 accepted; Renewal due 11/19/2005
United States	CHI-CHIS MEXICAN MUDSLIDE	Alcoholic beverages, namely, rum flavored prepared cocktails.	33	76/159,872	11/06/00	2,735,854	07/15/03	Registered; §§8/15 due 07/15/2009
United States	CHI-CHIS PINA COLADA	Alcoholic beverage, namely, rum flavored prepared cocktails.	33	75/713,857	05/25/99	2656834	12/03/02	Registered
United States	CHI-CHIS VANILLA MUDSLIDE	Alcoholic beverages, namely vanilla and rum flavored prepared cocktail.	33	76/591,354	05/04/04	---	---	Pending

COUNTRY	MARK	GOODS/SERVICES	CLASS	APPL. NO.	FILING DATE	REG. NO.	REG. DATE	STATUS
United States	CORAL	Alcoholic beverages, namely margaritas.	33	74/561,823	08/16/94	1965070	04/02/96	Cancelled
United States	MELON SLUSHIE	Alcoholic beverages, namely watermelon flavored prepared cocktail.	33	75/520,789	07/17/98	2,301,082	12/14/99	Registered (supplemental); §§8 due 12/14/2005
United States	NANABERRY RITA	Alcoholic beverages, namely margaritas.	33	74/534,677	06/07/94	1911680	08/15/95	Cancelled
United States	PINA RITA	Alcoholic beverages, namely margaritas.	33	74/538,850	06/17/94	1905850	07/18/95	Cancelled
United States	SALSABRATION	Processed foods, namely, dips, namely bean dip, cheese dip, tomato-based dip and vegetable-based dip; processed beans; refried beans; ranchero beans; chili; frozen, prepared or packaged entrees consisting primarily of meat, fish, poultry or vegetables; frozen, prepared, or packaged meals consisting primarily of meat, fish, poultry, or vegetables; processed chilies; processed jalapenos; processed peppers; processed tomatoes; processed vegetables; sauces; enchilada sauce; picante sauce; pico de gallo sauce; taco sauce; and corn cake mix. Staple foods - same as SALSA-BRATION (below).	29, 30	76/252,878	05/04/01	2,767,481	09/23/03	Registered; §§8/15 due 09/23/2009

COUNTRY	MARK	GOODS/SERVICES	CLASS	APPL. NO.	FILING DATE	REG. NO.	REG. DATE	STATUS
United States	SALSA-BRATION	Processed foods, same as SALSABRATION (above). Staple foods, namely, burritos; burrito kits containing sauce, seasonings and tortillas; corn cake mix; cereal-based chips and snacks; chalupas; chili; chili seasonings; chili powders; chimichangas; chimichanga kits containing sauce, seasonings and tortillas; corn-based chips and snacks; flour-based chips and snacks; grain-based chips and snacks; taco chips; tortilla chips; seasonings for meat, fish, poultry or vegetables; salad dressings; empanadas; enchiladas; enchilada kits containing sauce, seasonings and tortillas; frozen, prepared or packaged entrees consisting primarily of pasta or rice; fajitas; food activities for flavoring; marinades; frozen, prepared or packaged meals consisting primarily of pasta or rice; packaged meat kits containing sauce, seasonings, and tortillas; packaged meal kits containing sauce, seasonings and taco shells; nachos; salsa; sauces; enchilada sauce; picante sauce; pico de gallo; taco sauce; tomato-based sauce; vegetable-based sauce; seasonings; chili-based seasoning; taco shells; tacos; taco kits containing sauce, seasonings and taco shells; tamales; tortilla shells; and tortillas.	29, 30	76/252,877	05/04/01	--	--	Abandoned 02/20/2004

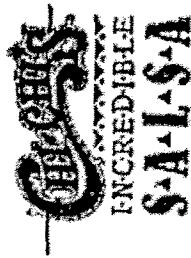
COUNTRY	MARK	GOODS/SERVICES	CLASS	APPL. NO.	FILING DATE	REG. NO.	REG. DATE	STATUS
United States	SHAMROCK O'RITA	Alcoholic beverages, namely margaritas.	33	74/534,679	06/07/94	1895250	05/23/95	Cancelled
	CHI-CHI'S BLUE RASPBERRY LEMONADE	Beverage products.						
	CHI-CHI'S COSMOPOLITAN	Beverage products.						
	CHI-CHI'S LONG ISLAND ICED TEA	Beverage products.						
	CHI-CHI'S MANGO MARGARITA	Beverage products.						
	CHI-CHI'S ORIGINAL MARGARITA	Beverage products.						
	CHI-CHI'S PREMIUM GOLD MARGARITA	Beverage products.						
	CHI-CHI'S PREPARED COCKTAILS	Beverage products.						
	CHI-CHI'S STRAWBERRY MARGARITA	Beverage products.						

COUNTRY	MARK	GOODS/SERVICES	CLASS	APPL. NO.	FILING DATE	REG. NO.	REG. DATE	STATUS
	CHI-CHI'S TEQUILA & TRIPLE SEC	Beverage products.						
	CHI-CHI'S WHITE RUSSIAN	Beverage products.						

*** CHI-CHI'S EL PRONTO DESIGN PLUS WORDS



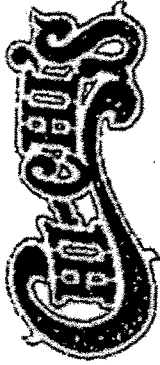
***** CHI-CHI'S I-N-C-R-E-D-I-B-L-E SALSA (STYLIZED)



***** THE INCREDIBLE CHI-CHI'S MEXICAN RESTAURANT DESIGN PLUS WORDS



** CHI-CHI'S DESIGN PLUS WORDS
CHI-CHI'S (STYLIZED)



***** CHI-CHI'S I-N-C-R-E-D-I-B-L-E MARGARITA
M-I-X DESIGN PLUS WORDS



** CHI-CHI'S (STYLIZED)

