

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
Rokeach Food Corporation		03/16/2006	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Tradition Food, Inc.		
Street Address:	9742 Cresta Drive		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90035		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1037589	HAV-A-CUP	
CORRESPONDENCE DATA			
Fax Number:	(212)725-2452		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2127252450		
Email:	email@casella-hespos.com		
Correspondent Name:	Gerald E. Hespos		
Address Line 1:	274 Madison Avenue - Suite 1703		
Address Line 4:	New York, NEW YORK 10016		
NAME OF SUBMITTER:	Gerald E. Hespos		
Signature:	/Gerald E. Hespos/		
Date:	03/17/2006		

CH \$40.00 1037589

Total Attachments: 1

900044496

**TRADEMARK
 REEL: 003271 FRAME: 0350**

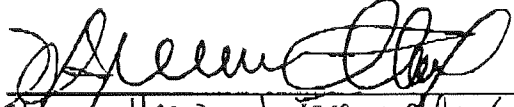
ASSIGNMENT

Rokeach Food Corporation is a corporation organized under the laws of the State of New Jersey and has a place of business at 80 Avenue K, Newark, New Jersey 07105. Rokeach Food Corporation is the owner of U.S. Trademark Reg. No. 1,037,589 along with the underlying trademark "HAV-A-CUP" and the goodwill associated with the trademark.

Tradition Food, Inc. is a corporation organized under the laws of the State of California and has a place of business at 9742 Cresta Drive, Los Angeles, California 90035. Tradition Food, Inc. is desirous of acquiring all right, title and interest in and to U.S. Trademark Reg. No. 1,037,589 along with the underlying mark and the goodwill associated with the mark.

NOW, WHEREFORE, for \$1.00 and other good and valuable consideration, receipt of which is hereby acknowledged, Rokeach Food Corporation hereby sells, assigns and transfers to Tradition Food, Inc. all right, title and interest in and to U.S. Trademark Reg. No. 1,037,589 along with the underlying trademark "HAV-A-CUP" and the goodwill associated with the mark.

ROKEACH FOOD CORPORATION


Name: Howard Freunlich
Title: PRES

Date: 3/16/06