

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
Bionova Holding Corporation		02/04/2011	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Masterstouch Brand, LLC
Street Address:	3021 North Grand Avenue
City:	Nogales
State/Country:	ARIZONA
Postal Code:	85261
Entity Type:	LIMITED LIABILITY COMPANY: ARIZONA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2438510	TASTE LIKE A TOMATO SHOULD

CORRESPONDENCE DATA

Fax Number: (602)916-5517
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Email: srosenfield@fclaw.com, ip@fclaw.com
 Correspondent Name: Susan Stone Rosenfield
 Address Line 1: 3003 N. Central Avenue, Suite 2600
 Address Line 4: Phoenix, ARIZONA 85012

ATTORNEY DOCKET NUMBER:	15224.054
NAME OF SUBMITTER:	Susan Stone Rosenfield
Signature:	/Susan Stone Rosenfield/ssb/
Date:	02/28/2011

Total Attachments: 1

900185180

**TRADEMARK
 REEL: 004487 FRAME: 0876**

CH \$40.00 2438510

