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

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TRADEMARK ASSIGNMENT

WHEREAS, **Bionova Holding Corporation**, a Delaware corporation is the equitable owner and record owner of the trademark TASTE LIKE A TOMATO SHOULD and U.S. Trademark Registration No. 2,438,510 therefor (collectively, the "Trademark");

AND WHEREAS, Masterstouch Brand, LLC, an Arizona limited liability company, having an address at 3021 North Grand Avenue, Nogales, Arizona 85261 ("Assignee") is desirous of acquiring the Trademark;

NOW, THEREFORE, for valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns unto Assignee all right, title and interest in and to the aforesaid Trademark, including but not limited to all of Assignor's rights worldwide in and to said Trademark and to file for protection of such Trademark throughout the world, together with the goodwill of the business symbolized by the Trademark. Assignor agrees to perform all acts and to execute all documents necessary for Assignee to perfect its ownership in and to the Trademark.

	Assignor: Bionoya Holding Corporation
Dated: 2 - 4 - 2011	By: 1 air from] Name: FIREL Hoyas Title: TREASURER
STATE OF) ss:	
COUNTY OF)	
On thisday of January, 20 person who signed this instrument, who behalf of Assignor.	11, before me appeared, the acknowledged that he/she signed it as a free act or
My Commission Expires:	Ву:
	NOTARY PUBLIC

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RECORDED: 02/28/2011