

**TRADEMARK ASSIGNMENT**

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	Listo, L.L.C.		08/17/2011
			LIMITED LIABILITY COMPANY: VIRGINIA
RECEIVING PARTY DATA			
Name:	La Cento Americana Corp.		
Composed Of:	COMPOSED OF Jose Cerritos		
Street Address:	29 Redington Street		
City:	Bay Shore		
State/Country:	NEW YORK		
Postal Code:	11706		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	3208240	ZAPOTITAN COSECHA NUEVA
CORRESPONDENCE DATA			
Fax Number:	(516)934-0952		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	5169340951		
Email:	Patents@HighTechAttorneys.com		
Correspondent Name:	Keusey & Associates, P.C.		
Address Line 1:	420 Jericho Turnpike		
Address Line 2:	Suite 324		
Address Line 4:	Jericho, NEW YORK 11753		
ATTORNEY DOCKET NUMBER:	369-8		
NAME OF SUBMITTER:	Edwin H. Keusey, Esq.		
Signature:	/EHK/		
Date:	08/17/2011		
Total Attachments: 1 source=369-8-asg-exe-pto-settings#page1.tif			

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**TRADEMARK ASSIGNMENT**

WHEREAS, Listo, L.L.C. (the "ASSIGNOR"), a Virginia corporation, having a place of business at Post Office Box 0456, Harrisonburg, VA 22803 owns the following U.S. Trademark Registration (hereinafter "REGISTRATION"):

<u>MARK</u>	<u>Registration No.</u>	<u>Registration Date</u>
ZAPOTITAN COSECHA NUEVA	3,208,240	February 13, 2007

WHEREAS, La Centro Americana Corp., a New York corporation, having a place of business at 29 Redington Street, Bay Shore, NY 11706, desires to acquire the REGISTRATION and related trademark rights;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR hereby conveys, assigns, transfers and delivers to ASSIGNEE all rights, title and interest in and to the REGISTRATION, together with the Common Law Rights and goodwill of the business connected with the REGISTRATION, and symbolized by the REGISTRATION.

ASSIGNOR:

Listo, L.L.C.

By: 

Name: Jose Marquez

Date: 8-17-11