

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT		
NATURE OF CONVEYANCE:	Corrective Assignment to correct the zip code in the assignee address in the assignment previously recorded on Reel 004487 Frame 0876. Assignor(s) hereby confirms the assignment.		
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:	85621		
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		
Phone:	602-916-5317		
Email:	ip@fclaw.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Susan Stone Rosenfield		
Address Line 1:	3003 N. Central Avenue		
Address Line 2:	Suite 2600		
Address Line 4:	Phoenix, ARIZONA 85012		
ATTORNEY DOCKET NUMBER:	029477.0011		
NAME OF SUBMITTER:	Susan Stone Rosenfield		

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900204803

**TRADEMARK
 REEL: 004642 FRAME: 0992**

Signature:	/Susan Stone Rosenfield/
Date:	10/17/2011
Total Attachments: 2 source=Corrective Affidavit#page1.tif source=Corrective Affidavit#page2.tif	

AFFIDAVIT

I, Susan Stone Rosenfield, an attorney for Masterstouch Brand, LLC, declare as follows:

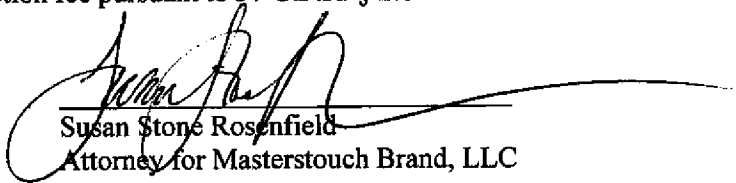
1. I am the attorney of record for U.S. Trademark Registration No. 2,438,510 for TASTE LIKE A TOMATO SHOULD (the "Registration") and I am authorized to sign this document on behalf of Masterstouch Brand, LLC.

2. On February 28, 2011, a Trademark Assignment dated February 4, 2011 reflecting the transfer of ownership of the Registration from Bionova Holding Corporation (Assignor) to Masterstouch Brand, LLC (Assignee) was filed for recordation with the Assignment Branch of the U.S. Patent and Trademark Office.

3. The Trademark Assignment, which was recorded on February 28, 2011 at Reel/Frame No. 004487/0876, erroneously states the zip code in the address for the Assignee as **85261**. The correct zip code for Assignee is **85621**.

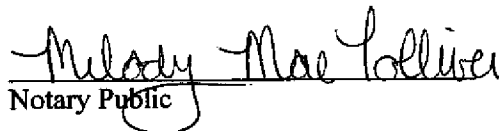
4. Pursuant to the *Trademark Manual of Examining Procedure* § 503.06(b), Masterstouch Brand, LLC respectfully requests that the U.S. Patent and Trademark Office update its records to reflect that the correct zip code for Masterstouch Brand, LLC is **85621**.

5. Submitted with this Affidavit is a copy of the originally recorded document, a new Cover Sheet, and authorization for payment of the required correction fee pursuant to 37 C.F.R. § 2.6 and 3.41.


Susan Stone Rosenfield
Attorney for Masterstouch Brand, LLC

State of Arizona)
)
County of Maricopa)

SUBSCRIBED AND SWORN before me on this 12th day of October, 2011.


Notary Public

My Commission 