#### 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

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent

via US Mail.

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	

TRADEMARK
REEL: 004642 FRAME: 0992

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

TRADEMARK REEL: 004642 FRAME: 0993

## <u>AFFIDAVIT</u>

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 10th day of October, 2011.

Mulady Mac Polliver Notary Public

My Commission

MELODY MAE TOLLIVER

NOTARY PUBLIC - ARIZONA
MARICOPA COUNTY
My Comm. Exp.: Jenuary 5, 2015

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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:
STATE OF) ss:	
COUNTY OF	
On thisday of January, 2 person who signed this instrument, who behalf of Assignor.	011, before me appeared, the acknowledged that he/she signed it as a free act or
My Commission Expires:	Ву:
	NOTARY PUBLIC

2382321

**RECORDED: 02/28/2011** 

RECORDED: 10/17/2011

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