

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Trademark Assignment		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Chica Worldwide, LLC and Ingrid Hoffman		05/09/2010	LIMITED LIABILITY COMPANY:
<b>RECEIVING PARTY DATA</b>			
Name:	Univision Communications Inc.		
Street Address:	5999 Center Drive		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90045		
Entity Type:	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Serial Number:	78927778	SIMPLY DELICIOSO	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(310)277-4730		
Phone:	310-551-9306		
Email:	jarciniega@mwe.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:	JORGE ARCINIEGA		
Address Line 1:	2049 CENTURY PARK EAST		
Address Line 2:	Suite 3800		
Address Line 4:	Los Angeles, CALIFORNIA 90067-3218		
NAME OF SUBMITTER:	JORGE ARCINIEGA		
Signature:	/JORGE ARCINIEGA/		
Date:	12/13/2011		
Total Attachments: 2 source=SIMPLY DELICIOSO Trademark Assignment#page1.tif source=SIMPLY DELICIOSO Trademark Assignment#page2.tif			

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## TRADEMARK ASSIGNMENT

This Trademark Assignment is entered into as of May 19, 2010 by and between Univision Communications Inc. ("Assignee") on one hand, and Chica Worldwide, LLC and Ingrid Hoffman (collectively, "Assignor"), on the other hand, with reference to the following facts.

The parties hereto entered into a letter agreement dated as of May 19, 2010 ("Letter Agreement") that provided, *inter alia*, that Assignor would transfer certain trademark rights to Assignee.

In exchange for the consideration referred to in the Letter Agreement, receipt of which is hereby acknowledged by the parties, and subject to such conditions as set forth therein, Assignor hereby assigns, grants, conveys, transfers and sets over to Assignee all of Assignor's rights in and to the trademarks **DELICIOSO** and **SIMPLY DELICIOSO**, worldwide and in perpetuity, including the rights to the US Patent and Trademark Office registration described in Exhibit A, together with the goodwill of the business in connection with which said marks have been used by Assignor as of the date hereof.

IN WITNESS WHEREOF, the parties hereto have caused this Trademark Assignment to be executed as of the date first set forth above.

Ingrid Hoffmann

/s/ 

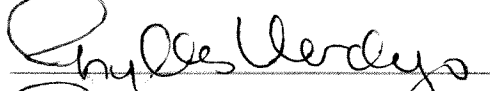
Chica Worldwide, LLC

By: 

Name: Ingrid Hoffmann

Title: President

Univision Communications Inc.

By: 

Name: Phyllis Verdugo

Title: Exec. VP / Deputy General Counsel

**EXHIBIT A**

<b>MARK</b>	<b>SERIAL NO.</b>	<b>INT'L CLASS</b>	<b>SERVICES</b>	<b>REG. NO. REG. DATE</b>
SIMPLY DELICIOSO	78927778	41	An ongoing television series in the fields of cuisine, cooking, dating, decorating, shopping, beauty, health and lifestyle; providing a website with information on a television series in the fields of cuisine, cooking, dating, decorating, shopping, beauty, health and lifestyle.	3578063 February 17, 2009

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