

**TRADEMARK ASSIGNMENT**

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
American Italian Pasta Company		10/27/2009	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	B. Fernandez Hnos.,Inc.
Street Address:	G.P.O Box 363629
City:	San Juan
State/Country:	PUERTO RICO
Postal Code:	00936-3629
Entity Type:	CORPORATION: PUERTO RICO

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Registration Number:	0651541	LA ROSA

**CORRESPONDENCE DATA**

Fax Number: (787)764-8241  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 7872741414  
 Email: afernandez@delgadofernandez.com  
 Correspondent Name: Alfredo Fernandez Martinez  
 Address Line 1: Professional Offices Park II Suite 201  
 Address Line 2: 1001 San Roberto Street Monacillos Ward  
 Address Line 4: Rio Piedras, PUERTO RICO 00926

NAME OF SUBMITTER:	Alfredo Fernandez Martinez
Signature:	/Alfredo Fernandez Martinez/
Date:	10/28/2009

Total Attachments: 7

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**TRADEMARK  
 REEL: 004087 FRAME: 0380**

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QUITCLAIM TRADEMARK ASSIGNMENT

American Italian Pasta Company, a Delaware Corporation having an office and principal place of business at 4100 N. Mulberry, Suite 200 Kansas City, MO 64116 (herein "Assignor"), registered the mark LA ROSA & DESIGN (Mark) in the United States Patent and Trademark Office, Registration No. 0651541, Grant Date September 10, 1957.

B. Fernández Hnos., Inc., a Puerto Rico Corporation having an office and principal place of business at G.P.O. Box 363629 San Juan, P.R. 00936-3629 (herein "Assignee") desires to acquire such rights as Assignor may hold in the mark.

For good and valuable consideration, the receipt and adequacy of which are acknowledged, Assignor quitclaims to Assignee such rights as Assignor may hold in the mark.

American Italian Pasta Company

Assignor

Signed: [Signature]

Date: 10-27-09

Name/Title: Robert W. Schuller /Executive Vice President and General Counsel

Affidavit no. \_\_\_\_\_

Subscribed and sworn to before me, a Notary Public, by Mr. Robert W. Schuller, in his capacity as Executive Vice President and General Counsel of American Italian Pasta Company, this 27<sup>th</sup> day of October, 2009.

[Signature]

Notary Public

(SEAL)

