

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:	0623193	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
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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"), has adopted and is using the mark LA ROSA & DESIGN (Mark) for which the Assignor has obtained registration in the United States Patent and Trademark Office, Registration No. 623193, Grant Date March 13, 1956.

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 the entire right, title and interest in and to the mark and the above-identified Registration.

For good and valuable consideration, the receipt and adequacy of which are acknowledged, the Assignor assigns to the Assignee the entire right, title and interest in and to the mark, including all rights of recovery for past infringement thereof, together with the goodwill of the business associated with the mark, and the above-identified Registration.

American Italian Pasta Company

Assignor

Signed: *Robert W. Schuller*

Date: 10-27-09

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

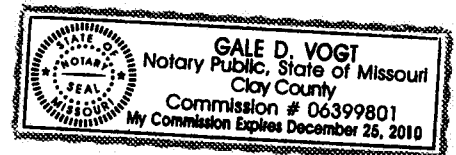
Affidavit no. _____

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 27th day of October, 2009.

Gale D. Vogt

Notary Public

(SEAL)



KCD-1063514-2