

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:	1390117	LA ROSA	
CORRESPONDENCE DATA			
Fax Number:	(787)764-8241		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	7872741414		
Email:	afernandez@delgadofernandez.com		
Correspondent Name:	Alfredo Fernandez Martiinez		
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 Martiinez/		
Date:	10/28/2009		

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Total Attachments: 7

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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. 1390117, Grant Date April 15, 1986.

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: 

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.



Notary Public

(SEAL)

