

TO: ALFREDO FERNANDEZ MARTINEZ COMPANY: PROFESSIONAL OFFICES PARK II SUITE 201

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

**10/29/2009**  
**900146471**

|                              |  |
|------------------------------|--|
| <b>SUBMISSION TYPE:</b>      | NEW ASSIGNMENT                             |
| <b>NATURE OF CONVEYANCE:</b> | Assignment of ENTIRE INTEREST AND GOODWILL |

**CONVEYING PARTY DATA**

| Name                           | Formerly | Execution Date | Entity Type           |
|--------------------------------|----------|----------------|-----------------------|
| American Italian Pasta Company |          | 10/27/2009     | CORPORATION: DELAWARE |

**RECEIVING PARTY DATA**

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

**PROPERTY NUMBERS Total: 1**

| Property Type        | Number  | Word Mark |
|----------------------|---------|-----------|
| Registration Number: | 1396003 | 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](mailto:afernandez@delgadofernandez.com)  
**Correspondent Name:** Alfredo Fernandez Martinez  
**Address Line 1:** Professional Offices Park II Suite 201  
**Address Line 2:** 1001 San Roberto Street Monaclillos Ward  
**Address Line 4:** Rio Piedras, PUERTO RICO 00926

|                           |                              |
|---------------------------|------------------------------|
| <b>NAME OF SUBMITTER:</b> | Alfredo Fernandez Martinez   |
| <b>Signature:</b>         | /Alfredo Fernandez Martinez/ |
| <b>Date:</b>              | 10/28/2009                   |

**Total Attachments: 7**

OP 640 00 1396003

TO: ALFREDO FERNANDEZ MARTINEZ COMPANY: PROFESSIONAL OFFICES PARK II SUITE 201

**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. 1396003, Grant Date June 3, 1995.

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 27<sup>th</sup> day of October, 2009.

*Gale D. Vogt*

Notary Public



(SEAL)

KCD-1063515-2