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ALFREDO FERNANDEZ MARTINEZ COMPANY: PROFESSIONAL OFFICES PARK II SUITE 201

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
Stylesheet Version v1.1

10/29/2009  
900146471

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	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

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:	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: [alfernandez@delgadofernandez.com](mailto:alfernandez@delgadofernandez.com)  
 Correspondent Name: Alfredo Fernandez Martinez  
 Address Line 1: Professional Offices Park II Suite 201  
 Address Line 2: 1001 San Roberto Street Monsallos 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  
700423165

TRADEMARK  
REEL: 004098 FRAME: 0074

OP SAU 032009

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ALFREDO FERNANDEZ MARTINEZ COMPANY:PROFESSIONAL OFFICES PARK II SUITE 201

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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. 1396003, Grant Date June 3, 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: [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)

KCD-1063515-2