

FORM PTO-1594  
(Rev. 10-96)  
OMB No. 0651-0011 (exp. 4/94)

07-31-1998



RECEIVED  
U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office  
JUL 27 1998

MRD 7-21-98

To the Honorable Commissioner of Patents and Trademarks  
100782105

attached original documents or copy thereof.

1. Name of conveying party(ies):  
  
Smucker Quality Beverages, Inc.  
  
 Individual(s)                       Association  
 General Partnership               Limited Partnership  
 Corporation-State California  
 Other \_\_\_\_\_

2. Name and address of receiving party(ies):  
Name: The J.M. Smucker Company  
Internal Address: \_\_\_\_\_  
Street Address: Strawberry Lane  
City Orrville State OH ZIP 44667  
 Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation-State Ohio  
 Other \_\_\_\_\_

Additional name(s) of conveying party(ies) attached?  Yes  No

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation-State Ohio  
 Other \_\_\_\_\_

3. Nature of conveyance:  
  
 Assignment                       Merger  
 Security Agreement               Change of Name  
 Other \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designation must be a separate document from Assignment)

Execution Date: July 17, 1998

Additional name(s) & address(es) attached?  Yes  No

4. Application number(s) or registration number(s):  
  
A. Trademark Application No.(s)  
  
Additional numbers attached?  Yes  No

B. Trademark registration No.(s) 2,133,295

5. Name and address of party to whom correspondence concerning document should be mailed:  
  
Name: ROBERT V. VICKERS  
Internal Address: \_\_\_\_\_  
  
Street Address: VICKERS, DANIELS & YOUNG  
2000 TERMINAL TOWER  
CLEVELAND, OHIO 44113-2235

6. Total number of applications and registrations involved: 1

7. Total fee(37 CFR 3.41): .....\$ 40.00  
 Enclosed  
 You are authorized to charge our deposit account for any additional fee required.

8. Deposit account number: 22-0347  
  
A duplicate copy of this form is attached

DO NOT USE THIS SPACE

9. Statement and signature.  
  
*To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.*  
  
Robert V. Vickers                      [Signature]                      7/22/98  
Name of Person Signing                      Signature                      Date  
  
Total number of pages including cover sheet, attachments, and document: 3

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks  
Box Assignments  
Washington, D.C. 20231

**SCHEDULE A**

<b><u>COUNTRY</u></b>	<b><u>TRADEMARK</u></b>	<b><u>SERIAL NO.</u></b>	<b><u>FILING DATE</u></b>	<b><u>REG. NO.</u></b>	<b><u>REG. DATE</u></b>
United States	SIMPLY NUTRITIOUS			2,133,295	01/27/98
Canada	SIMPLY NUTRITIOUS	851,827	07/24/97		

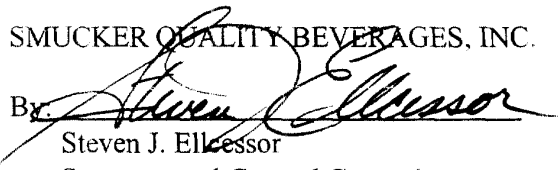
**ASSIGNMENT**

WHEREAS, Smucker Quality Beverages, Inc., having a place of business at Strawberry Lane, Orrville, Ohio 44667 (hereinafter "Assignor"), owns all right, title and interest in and to the trademark application and trademark registration including all common law rights in the United States and Canada in the trademarks identified in the attached Schedule A (hereinafter "said Marks"):

WHEREAS, The J.M. Smucker Company, a corporation of the state of Ohio, having a place of business at Strawberry Lane, Orrville, Ohio 44667 (hereinafter "Assignee"), is desirous of acquiring said Marks;

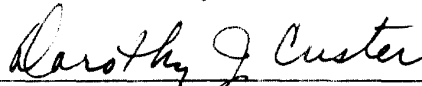
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to said Marks, the applications of said Marks, the registrations of said Marks, including all common law rights in and to said Marks, together with the goodwill of the business symbolized by said Marks, all identified in the attached Schedule A.

SMUCKER QUALITY BEVERAGES, INC.

By:   
 Steven J. Ellcessor  
 Secretary and General Counsel

STATE OF : Ohio )  
 ) SS  
 COUNTY OF : Wayne )

Subscribed and sworn to before me this 17 day of July, 1998.

  
 Notary Public  
 DOROTHY J. CUSTER  
 Notary Public, State of Ohio  
 My Commission Expires April 18, 2002