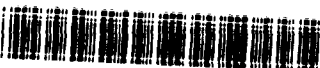


03-08-1999

TRADEMARKS ONLY

TRADEMARKS ONLY



Please record this 100978138

is  
document or copy thereof.

1. Name of Party(ies)  
conveying an interest:

Beverage Marketing USA, Inc.  
(New York Corporation)

3-4-99

Additional name(s) of  
Parties attached? No

2. Name and Address of Party(ies)  
receiving an interest:

F&V Product Development Associates  
5 Dakota Drive, Suite 205  
Lake Success, New York 11042  
(New York Limited Partnership)

Additional name(s) and address(es)  
of Parties attached? No

3. Description of interest conveyed:

Assignment

Change of Name

Security Agreement

Merger

Other \_\_\_\_\_ Execution Date: \_\_\_\_\_

4. Application number(s) or trademark registration number(s):  
Additional numbers attached? No  
If this document is being filed together with a new application,  
the execution date of the application is: \_\_\_\_\_

A. Trademark Application No.(s)

74/733,581

B. Trademark Registration No.(s)

5. Name and address of party  
to whom correspondence  
concerning documents should  
be mailed:

Lisa B. Lane  
Synnestvedt & Lechner  
2600 Aramark Tower  
1101 Market Street  
Philadelphia, PA 19107

6. Number of applications and  
and trademarks involved: 1

7. Total Fee (37 C.F.R. §3.41): \$40.00

Enclosed: Yes (Check No. 25769)  
Authorized to be Charged: \_\_\_\_\_

8. Deposit account number: 19-5425  
(Attach duplicate copy of this  
form if paying by deposit account.)

DO NOT USE THIS SPACE

9. I declare under penalty of perjury under the laws of the United  
States of America that the foregoing is true and correct.

Dated: Feb. 24, 1999

Lisa B. Lane

03/04/1999 DMGUYEN 00000037 74733581

Lisa B. Lane  
Member of the Pennsylvania Bar

01 FC:81

40.00 OP

Total number of pages including  
cover sheet, attachments, and document: 3

TRADEMARK  
REEL: 1865 FRAME: 0077

TRADEMARK ASSIGNMENT

WHEREAS, Beverage Marketing USA, Inc., a New York corporation, having a principal place of business at 1890 Palmer Avenue, Larchmont, New York 10538, has adopted and is using in its business a certain trademark for which an application for registration has been filed in the United States Patent and Trademark Office as follows:

<u>Mark</u>	<u>Serial No.</u>	<u>Application Date</u>
PALM BEACH	74/733,581	September 25, 1995

(hereinafter "the Trademark"); and

WHEREAS, F&V Product Development Associates, a New York limited partnership, having a principal place of business at 5 Dakota Drive, Suite 205, Lake Success, New York 11042, is desirous of acquiring said Trademark, the registration thereof, and the good will of the business appurtenant thereto;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, and intending to be legally bound hereby, said Beverage Marketing USA, Inc. does hereby assign unto said F&V Product Development Associates the entire right, title and interest in and to the said Trademark and said application for registration therefor, together with the

good will of the business appurtenant to and symbolized by said Trademark and the registration thereof.

Signed and sealed at Lake Success, NY, as of the 28 day of Sept, 1998.

**Beverage Marketing USA, Inc.**

*[Signature]*  
By: Domenick Vultaggio  
Title: Chairman, Secretary & Treasurer

STATE OF NEW YORK :  
: SS.  
COUNTY OF :

On this 28 day of SEPTEMBER, 1998, before me personally appeared Domenick Vultaggio, known to me to be the person whose signature is subscribed to the foregoing instrument and acknowledged to me that the same was his act, and that he executed the instrument for the purposes and consideration therein expressed, and in the capacity therein given.

GIVEN UNDER MY HAND AND SEAL OF OFFICE, this 28 day of SEPTEMBER, 1998.

VINCENT JOHN FATATO  
Notary Public, State of New York  
01FA1171520  
Qualified in Rockland County  
Term Expires May 31, 1999

*[Signature]*  
NOTARY PUBLIC

(SEAL)