

11-22-1999

FORM PTO-1618A
Expires 06/30/99
OMB 0651-0027



U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

101205167

MRD 11.08.99

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID # _____
- Correction of PTO Error
Reel # _____ Frame # _____
- Corrective Document
Reel # _____ Frame # _____

Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
- Merger
- Change of Name
- Other _____

Effective Date
Month Day Year
06 30 99

Conveying Party

Mark if additional names of conveying parties attached

Name Standex Fruit Company

Execution Date
Month Day Year
06 30 99

Formerly Crest Fruit Company

- Individual General Partnership Limited Partnership Corporation Association
- Other _____
- Citizenship/State of Incorporation/Organization Texas

Receiving Party

Mark if additional names of receiving parties attached

Name Crest Fruit, L. P.

DBA/AKA/TA _____

Composed of _____

Address (line 1) 100 North Tower Road

Address (line 2) _____

Address (line 3) Alamo

Texas

78516

City

State/Country

Zip Code

- Individual General Partnership Limited Partnership
- Corporation Association
- Other _____

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

- Citizenship/State of Incorporation/Organization Texas

FOR OFFICE USE ONLY

11/19/1999 DWGUYEN 00000151 194112 75493008

01 FC:481 (40.00 CH)
02 FC:482 (300.00 CH)

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK
REEL: 001990 FRAME: 0809

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages Enter the total number of pages of the attached conveyance document including any attachments.

#

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

Number of Properties Enter the total number of properties involved.

#

Fee Amount Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment: Enclosed Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes

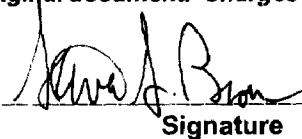
No

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. Charges to deposit account are authorized, as indicated herein.

Steven G. Brown, Esq.

Name of Person Signing

 Assistant Secretary
Corporate Attorney

Signature

November 3, 1999

Date Signed

RECORDATION FORM COVER SHEET
CONTINUATION
TRADEMARKS ONLY

Conveying Party

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name Standex Fruit Company

06 30 99

Formerly Crest Fruit Company

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship State of Incorporation/Organization Texas

Receiving Party

Enter Additional Receiving Party

Mark if additional names of receiving parties attached

Name Crest Fruit, L. P.

DBA/AKA/TA

Composed of

Address (line 1) 100 North Tower Road

Address (line 2)

Address (line 3) Alamo

City

Texas

State/Country

78516

Zip Code

Individual General Partnership Limited Partnership

Corporation Association

Other

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Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

<u>1,797,230</u>	<u>2,033,752</u>	

TRADEMARK ASSIGNMENT

WHEREAS, Standex Fruit Company, formerly known as “Crest Fruit Company” (“Standex Fruit”), a Texas corporation, has been using and is the owner of all rights in and to the following trademarks, the registration thereof and the goodwill of the business symbolized by said trademarks:

<u>Trademark</u>	<u>Registration Number</u>	<u>Registration Date</u>
<u>United States Trademarks</u>		
Royal Ruby Reds	851,982	7/2/68
Royal Ruby Red	1,043,089	7/6/76
Frank Lewis	1,056,228	1/11/77
Frank Lewis	1,056,238	1/11/77
Frank Lewis	1,278,189	5/15/84
Red Cooper	1,221,123	12/21/82
Royal Gold	1,250,551	9/6/83
Royal Gold	1,582,853	2/13/90
Frank Lewis	1,283,518	6/26/84
Harry’s Crestview Groves	1,797,230	10/5/93
Salsa Express	2,033,752	1/28/97
Salsa Jack	75/493008	Pending
Orange-Sweet	75/674652	Pending

WHEREAS, Standex Fruit is transferring all of the assets and the business to which the above trademarks related to Crest Fruit, L. P. (“Crest Fruit”), a Texas limited partnership having a principal place of business at 100 North Tower Road, Alamo, Texas 78516; and

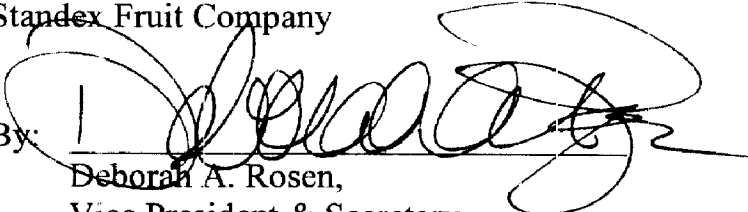
WHEREAS, as a part of said transfer of assets, Standex Fruit desires to transfer to Crest Fruit, the above-mentioned trademarks, the registration and the goodwill of the business symbolized by these marks;

NOW, THEREFORE, Standex Fruit does hereby assign unto Crest Fruit, all of its right, title and interest in and to the above-mentioned trademarks, the above-mentioned registrations, the goodwill of the business symbolized by said marks and the right to sue, either at law or in equity, and to recover for any past or future infringement thereof.

IN WITNESS WHEREOF, Standex Fruit has caused this document to be executed on its behalf as of the 30th day of June, 1999.

Standex Fruit Company

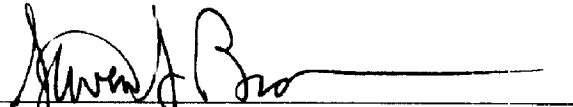
By:


Deborah A. Rosen,
Vice President & Secretary

(Corporate Seal)

STATE OF NEW HAMPSHIRE
COUNTY OF ROCKINGHAM, SS.

Before me, the undersigned officer, on this 30th day of June, 1999, personally appeared Deborah A. Rosen, in her capacity as a Vice President and Secretary of Standex Fruit Company, known by me (or satisfactorily proven) to be the person named above, who subscribed this Trademark Assignment in my presence as her free act and deed on behalf of Standex Fruit Company.



Notary Public

{seal}

My Commission Expires:



M:/legalshr/corp/crest tm assignment

RECORDED: 11/08/1999

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REEL: 001990 FRAME: 0813