

11-02-2000



101503686

RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

10-20-00

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 Agreement
  - Merger
  - Change of Name
  - Other \_\_\_\_\_
- Effective Date  
Month Day Year  
\_\_\_\_\_

Conveying Party

Mark if additional names of conveying parties attached

Name

Fallbrook Citrus Company

Execution Date  
Month Day Year

Formerly

\_\_\_\_\_

09272000

- Individual  General Partnership  Limited Partnership  Corporation  Association

Other \_\_\_\_\_

Citizenship/State of Incorporation/Organization California 770035

Receiving Party

Mark if additional names of receiving parties attached

Name

Citrus Packing LLC

DBA/AKA/TA

\_\_\_\_\_

Composed of

\_\_\_\_\_

Address (line 1)

11444 West Olympic Boulevard

Address (line 2)

19<sup>th</sup> Floor

Address (line 3)

Los Angeles

California

90064

City

State/Country

Zip Code

- Individual  General Partnership  Limited Partnership  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.)

- Corporation  Association

Other Limited Liability Corp.

Citizenship/State of Incorporation/Organization Delaware

FOR OFFICE USE ONLY

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 ADDRESS.

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

**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)**

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

Mark if additional numbers attached

**Trademark Application Number(s)**

**Registration Number(s)**

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="770035"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

**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:

#

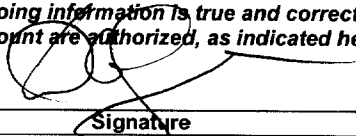
Authorization to charge additional fees: Yes  No

**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.

DAVID W. GRACE

Name of Person Signing

  
Signature

October 17, 2000

Date Signed

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Trademark	)	
Registrations of:	)	
	)	ASSIGNMENT OF
Fallbrook Citrus Company	)	<u>TRADEMARK REGISTRATION</u>
a California corporation	)	
	)	
_____	)	

WHEREAS, **Fallbrook Citrus Company**, a California corporation, having a principal office at One Dole Drive, Westlake Village, California 91362, represents and warrants that it has adopted, applied for, registered and is using the marks identified in Exhibit A attached hereto; and

WHEREAS, **Citrus Packing LLC**, a limited liability corporation, organized and existing under the laws of the State of Delaware having a principal place of business at 11444 West Olympic Boulevard, 19<sup>th</sup> Floor, Los Angeles, California 90064, wishes to acquire said marks and the registrations therefore;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged **Fallbrook Citrus Company** does hereby assign unto **Citrus Packing LLC** all right, title and interest in and to the marks and registrations therefor as set forth on attached Exhibit A, together with the goodwill of the business symbolized by the marks and all causes of action relating thereto.

**Fallbrook Citrus Company**  
**a California corporation**

Dated: *September 27, 2000*

By: *Janice M. Niwala*  
 Its: *Asst. Secretary*

**ASSIGNMENT OF FALLBROOK CITRUS COMPANY**

**EXHIBIT A**

**TRADEMARK**

**REGISTRATION  
NUMBER**

**REGISTRATION  
DATE**

HERMOSA

770,035

05/19/1964