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| | | <input type="checkbox"/> Other | <input type="text"/> |

Conveying Party Mark if additional names of conveying parties attached

Name Execution Date
Month Day Year

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship/State of Incorporation/Organization

Receiving Party Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

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

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Mail documents to be recorded with required cover sheet(s) information to:
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TRADEMARK
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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)

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 |
| Earlibest Orange Association, Inc. |) | <u>TRADEMARK REGISTRATION</u> |
| a California corporation |) | |
| |) | |
| |) | |
| |) | |

WHEREAS, **Earlibest Orange Association, Inc.**, 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, 19th 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 **Earlibest Orange Association, Inc.** 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.

Earlibest Orange Association, Inc.
a California corporation

Dated: *September 27, 2000*

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

ASSIGNMENT OF EARLIBEST ORANGE ASSOCIATION, INC.

EXHIBIT A

| <u>TRADEMARK</u> | <u>REGISTRATION NUMBER</u> | <u>REGISTRATION DATE</u> |
|-------------------------|---------------------------------------|-------------------------------------|
| SUNNY HEIGHTS | 1,318,459 | 02/05/1985 |