03-07-2001 J. 24.01 U.S. Department of Commerce FORM PTO-1618A Patent and Trademark Office Expires 06/30/99 TRADEMARK OMB 0651-0027 101629077 FEB 26 201 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 Conveyance Type |X|New X | Assignment License Resubmission (Non-Recordation) **Security Agreement Nunc Pro Tunc Assignment** Document ID # **Effective Date** Month Day Year Merger Correction of PTO Error Frame # Reel# **Change of Name Corrective Document** Reel # Frame # Other Conveying Party Mark if additional names of conveying parties attached **Execution Date** Month Day Year WILLARD BISHOP CONSULTING, LTD. Name 08 07 2000 Formerly Individual General Partnership Limited Partnership | X | Corporation **Association** Other Citizenship/State of Incorporation/Organization ILLINOIS **Receiving Party** Mark if additional names of receiving parties attached Name THE PERISHABLES GROUP, INC. DBA/AKA/TA Composed of 231 WEST MAIN STREET Address (line 1) Address (line 2) SUITE 209 Address (line 3) CARPENTERSVILLE ILLINOIS USA 60110 State/Country Zip Code If document to be recorded is an Individual General Partnership Limited Partnership assignment and the receiving party is not domiciled in the United States, an Corporation **Association** appointment of a domestic representative should be attached. Other (Designation must be a separate document from Assignment.) Citizenship/State of Incorporation/Organization ILLINOIS 00000124 2198049 03/07/2001 DBYRNE FOR OFFICE USE ONLY 40.00 0 01 FE:4B1 Public burden reporting for this cellection 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

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FORM PTO- Expires 06/30/99 OMB 0651-0027	1618B	Page 2	U.S. Department of Commerce Patent and Trademark Office TRADEMARK	
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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). Trademark Application Number(s) Registration Number(s) 2,198,049				
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Method of Payment: Enclosed X Deposit Account Deposit Account				
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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.				
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ASSIGNMENT

Barrington, Illinois 60010, has adopte Facts" ("Mark"), which is registered in	dop Consulting, LTD., of 840 S. Northwest Highway, d, used, and is using the trademark identified as "Fresh the United States Patent and Trademark Office Principal as of Registration Date of October 20, 1998.; and
	Group, Inc., an Illinois corporation ("Assignee"), of sof acquiring said Mark and the registration thereof;
acknowledged, said Assignor does her	d and valuable consideration, receipt of which is hereby reby assign unto the said Assigned all right, title, and Assignment is pursuant to that certain Asset Purchase and Assignor and Assignee and others.
	WILLARD BISHOP CONSULTING, LTD.,
	By Willard Bishop, President
STATE OF ILLINOIS)) ss.:	
,	
On this 7 day of A of of Willard Bishop Consulting, Ltd., the that he signed it as a free act on his own other juristic entity with authority to determine the design of the control of th	, 2000, before me appeared Willard Bishop, President person who signed this instrument, who acknowledged on behalf and on behalf of the identified corporation or to so.
	NOTARY PUBLIC
My commission expires:	"OFFICIAL SEAL" ALAN H. GARFIELD Notary Public, State of Illineis My Commission Exp. 03/04/2003
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G:DKSishop, Willard, Consultingnassignment of trademark doc-futy 14, 2000 - 1:06 PM

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RECORDED: 02/26/2001