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U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

To the Honorable Commissioner of P

101768029

attached original documents or copy thereof.


1. Name of conveying party(ies):

A. LASSONDE INC.

Individual(s)                       Association  
 General Partnership               Limited Partnership  
 Corporation - Canada  
 Other \_\_\_\_\_

Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies):

INDUSTRIES LASSONDE INC.   
 170 5th Avenue  
 Rougemont, Quebec  
 JOL 1MO, Canada

06-20-2001  
 U.S. Patent & TMO/TM Mail RcptDt #26

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation - Canada  
 Other \_\_\_\_\_

Domestic representative is attached:  Yes  No  
 Additional name(s) & address(es) attached?  Yes  No

3. Nature of conveyance:

Assignment                       Merger  
 Security Agreement               Change of Name  
 Other \_\_\_\_\_

Execution Date: July 19, 2000

4. (A.) Trademark Application No.(s)

Additional numbers attached?  Yes  No

4. (B.) Trademark Registration No.(s)

2013203 2120315  
 2164811 2246517  
 2269268 2241114  
 2390545 2244982

5. Correspondence should be mailed to:

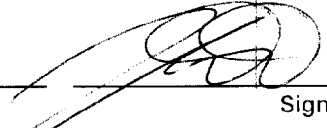
**VICTOR M. TANNENBAUM  
 ABELMAN, FRAYNE & SCHWAB**  
 150 East 42nd Street  
 New York, New York 10017

6. Total number of applications and registrations involved:..... **8**

7. Total fee (37 CFT 3.41): ..... \$ 215.00  
 Enclosed  
 (The said Deposit Account should be charged for any official fee not fully covered by the enclosed check)  
 Authorized to be charged to deposit account  
 Deposit account number: 01-0035  
 (Attach duplicate copy of this page if paying by deposit account)

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8. 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.*

\_\_\_\_\_  
 VICTOR M. TANNENBAUM                                            6/20/01  
 Name of Person Signing                      Signature                      Date

Total number of pages comprising cover sheet, attachments and documents: **11**

UNITED STATES

Mark: **DISTINGUISHING GUISE IV**

**REVOCAATION**

Registration No.: 2013203

**AND**

Serial No.:



**NEW POWER OF ATTORNEY**

Class(es):

06-20-2001

U.S. Patent & TMOfo/TM Mail Rcpt Dt: #26

Owner: Industries Lassonde Inc.

**APPOINTMENT OF DOMESTIC REPRESENTATIVE**

Abelman, Frayne & Schwab, whose postal address is 150 East 42nd Street, New York, New York 10017, U.S.A. is hereby designated applicant's representative upon whom notices or process in proceedings affecting the mark may be served.

**POWER OF ATTORNEY**

Applicant hereby revokes all previous Powers of Attorney and hereby appoints jointly and severally, with full power of substitution, the power of appointment of an associate attorney and the power of revocation

LAWRENCE E. ABELMAN  
JEFFREY A. SCHWAB  
NORMAN S. BEIER  
VICTOR M. TANNENBAUM  
PETER J. LYNFIELD

ALAN J. HARTNICK  
CARIDAD PIÑEIRO SCORDATO  
JULIANNE ABELMAN  
JONATHAN W. GUMPORT  
MARSHA G. AJHAR

members of the Bar of the State of New York, whose address is

**ABELMAN, FRAYNE & SCHWAB**  
150 East 42nd Street  
New York, New York 10017 U.S.A.

to transact business in the Patent and Trademark Office in connection with our trademarks, applications therefor, and registrations which have or will issue thereon.

By 

Date: March 13, 2001

TRADE-MARK ASSIGNMENT

06-20-2001  
U.S. Patent & TMO/TM Mail Rcpt Dt. #26

Between: **A. Lassonde Inc.**, a corporation incorporated under the laws of Canada and having its registered office at 170 5th Avenue, Rougemont, Quebec, J0L 1M0, Canada

(Hereinafter referred to as "the Assignor")


And: **Industries Lassonde Inc.**, a corporation incorporated under the laws of the province of Quebec, Canada and having its registered office at 170 5th Avenue, Rougemont, Quebec, J0L 1M0, Canada

(Hereinafter referred to as "the Assignee")

We, the Assignor, owner of the trade-mark applications and registrations in the United States, shown on the attached Appendix A (the "Trade-marks"), in consideration of \$1.00 and other good and valuable consideration, the receipt of which is hereby acknowledged, hereby sells, assigns and transfers to the Assignee all our rights, titles and interests in and to the said Trade-marks, together with the goodwill of the business attached to the wares or services in respect of which the Trade-marks are used, and the right to recover for past infringement of the said Trade-marks.


SIGNED at Rougemont, this 19th day of July 2000.

**A. LASSONDE INC.**

  
Name: Jean Gattuso  
Title: President

ACKNOWLEDGED AND ACCEPTED, at Rougemont, this 19th day of July 2000.

**INDUSTRIES LASSONDE INC.**

  
Name: Pierre-Paul Lassonde  
Title: Chief Executive Officer

APPENDIX A

Trademarks

| Trade-marks                              | Serial Number | Registration Number |
|--|---------------|---------------------|
| DISTINGUISHING GUISE IV                  | 74/662239     | 2013203             |
| DISTINGUISHING GUISE (shape of a bottle) | 74/350724     | 2164811             |
| FEELING                                  | 74/483839     | 2269268             |
| FRUITE                                   | 75/231610     | 2120315             |
| MAKE LIFE JUICIER.                       | 76/024530     |                     |
| ROUGEMONT                                | 75/006705     | 2120315             |
| ROUGEMONT GRANNY SMITH                   | 75/256197     | 2246517             |
| ROUGEMONT MCINTOSH                       | 75/256131     | 2241114             |
| ROUGEMONT RED DELICIOUS                  | 75/256196     | 2244982             |
| YOUR FAVORITE APPLE..JUICED.             | 76/024531     |                     |