

**RECORDATION FORM COVER SHEET
TRADEMARKS ONLY**

Mail Stop Assignment Recordation Services
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P.O. Box 1450
Alexandria, Virginia 22313-1450

RE: Our File: TP32.1

1. Name (and address) of conveying party(ies)

2. Name and Address of receiving party(ies)

Hy-Vee, Inc.
5820 Westown Parkway
West Des Moines, Iowa 50266

The Great Juice Company
222 Lakeview Avenue,
Suite 160-163
West Palm Beach, Florida 33401

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

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

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

3. Nature of conveyance:

- Assignment;
- Security Agreement;
- Other;
- Merger
- Change of Name
- Change of Address

Execution Date: June 25, 2003

4. Application number(s) or registration number(s):

A. Trademark Application No.(s) B. Trademark Reg. No.(s)

75/588,742

Additional numbers attached Yes No

CH \$40.00 032465 75588742

5. Name and address of party to whom correspondence concerning document should be mailed:

COLLEN IP
Intellectual Property Law, P.C.
The Holyoke-Manhattan Building
80 South Highland Avenue
Town of Ossining
Westchester County, New York 10562

6. Total number of registrations involved:

7. Total fee (37 CFR 3.41) \$40

- () Enclosed
(x) Authorized to be charged to deposit account
() Already submitted

8. Deposit account number:
03-2465

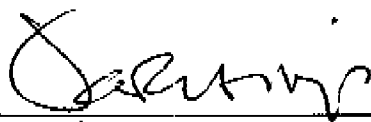
(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. 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.

James R. Hastings

Name of person signing



Signature

July 18, 2003

Date

Total number of pages comprising cover sheet, attachments and documents: 4

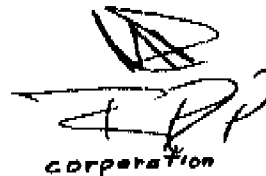
JRH:jrk

NOTE: IF THERE IS ANY FEE DUE AT THIS TIME, PLEASE CHARGE IT TO OUR DEPOSIT ACCOUNT NO. 03-2465 AND ADVISE.

ASSIGNMENT

WHEREAS, Hy-Vee, Inc., a corporation organized and existing under the laws of Iowa, whose full post office address is 5820 Westown Parkway, West Des Moines, Iowa 50266, (hereinafter referred to as Assignor), has adopted, used and is using a mark which is the subject of an application in the United States Patent and Trademark Office as follows:

Trademark : JUST JUICE
Serial No. : 75/588,742
Filed : November 16, 1998



AND, WHEREAS, The Great Juice Company, a Delaware ~~company~~ corporation, with a business address of 222 Lakeview Avenue, suite 160-163, West Palm Beach, Florida 33401 (hereinafter referred to as Assignee), is desirous of acquiring said mark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to said mark, with goodwill of the business symbolized by the said mark, and the application thereof, Serial No. 75/588,742 of the mark JUST JUICE.

Dated: By: HY-VEE, Inc.
Ronald D. Pearson
Name: Ronald D. Pearson
Title: Chief Executive Officer and Chairman
THE GREAT JUICE COMPANY

Dated: By: *Michael Pearson*
Name: Michael Pearson
Title: 6125103