

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	CHANGE OF NAME
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sunburst Farms, Inc.		06/24/1999	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Dole Fresh Flowers, Inc.
Street Address:	One Dole Drive
City:	Westlake Village
State/Country:	CALIFORNIA
Postal Code:	91362-7300
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 6		
Property Type	Number	Word Mark
Registration Number:	1446906	SUNPETALS
Registration Number:	1307581	CARIBBEAN FLOWERS
Registration Number:	1579314	A GROWING REPUTATION FOR QUALITY
Registration Number:	1817255	CONFETTI OF COLORS
Registration Number:	2166653	FRESH CUT FLOWERS DIRECT FROM THE GROWER
Registration Number:	1273004	

CORRESPONDENCE DATA	
Fax Number:	(818)879-6615
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	818-879-6600
Email:	marcy_reed@na.dole.com
Correspondent Name:	Dole Food Company, Inc.
Address Line 1:	One Dole Drive
Address Line 4:	Westlake Village, CALIFORNIA 91362-7300

ATTORNEY DOCKET NUMBER:	0381068
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CH \$165.00 1446906

NAME OF SUBMITTER:

Marcy Reed

Total Attachments: 1

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Delaware

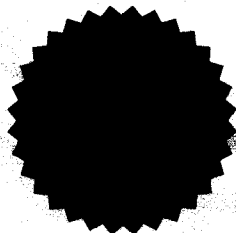
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The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THAT THE SAID "SUNBURST FARMS, INC.", FILED A CERTIFICATE OF AMENDMENT, CHANGING ITS NAME TO "DOLE FRESH FLOWERS, INC.", THE TWENTY-FOURTH DAY OF JUNE, A.D. 1999, AT 9 O'CLOCK A.M.

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Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 3031722

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RECORDED: 04/22/2004

DATE TRADEMARK

REEL: 002833 FRAME: 0586