

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SUN-LAND PRODUCTS OF CALIFORNIA		07/31/2000	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Diamond Walnut Growers, Inc.		
Street Address:	1050 S. Diamond Street		
City:	Stockton		
State/Country:	CALIFORNIA		
Postal Code:	95205		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	0592483	HOLIDAY	
CORRESPONDENCE DATA			
Fax Number:	(626)577-8800		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(626) 795-9900		
Email:	pto@cph.com		
Correspondent Name:	Christie, Parker & Hale, LLP		
Address Line 1:	P. O. Box 7068		
Address Line 4:	Pasadena, CALIFORNIA 91109-7068		
ATTORNEY DOCKET NUMBER:	52976/MM/D497		
NAME OF SUBMITTER:	Michael J. MacDermott		
Total Attachments: 1 source=Holiday#page1.tif			

CH \$40.00 0592483

ASSIGNMENT

WHEREAS, Sun-Land Products of California, a California Corporation ("Assignor"), with the mailing address of P.O. Box 9106, Pleasanton, CA 94566-9106, is the owner of the following trademark which is registered with the U.S. Patent and Trademark Office:

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
HOLIDAY	592,483	July 13, 1954

WHEREAS, Diamond Walnut Growers, Inc., a California corporation ("Assignee"), with the mailing address of P.O. Box 1727, Stockton, CA 95201-1727, is desirous of acquiring the above-mentioned trademark and registration;

NOW, THEREFORE, in consideration of and in exchange for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all rights, title and interest in and to said trademark and registration, together with the good will of the business symbolized by the mark and the right to sue for any past infringement.

This Assignment is effective for all purposes as of JULY 31, 2000.

SUN-LAND PRODUCTS OF CALIFORNIA (Assignor)

By: *[Signature]*
 Name: BARO H. MARSHBURN
 Title: SECRETARY

DIAMOND WALNUT GROWERS, INC. (Assignee)

By: _____
 Name: _____
 Title: _____

60034765 v1