

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
River Bend Cranberry LLC		01/29/2003	Limited Liability Company: WISCONSIN
RECEIVING PARTY DATA			
Name:	Ocean Spray Cranberries, Inc.		
Street Address:	One Ocean Spray Drive		
City:	Lakeville-Middleboro		
State/Country:	MASSACHUSETTS		
Postal Code:	02349		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78086032	CRANBABIES	
CORRESPONDENCE DATA			
Fax Number:	(212)751-6849		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212) 758-4800		
Email:	ptotmcommunications@morganfinnegan.com		
Correspondent Name:	Morgan & Finnegan, LLP		
Address Line 1:	345 Park Avenue		
Address Line 4:	New York, NEW YORK 10154		
ATTORNEY DOCKET NUMBER:	7909-4116		
NAME OF SUBMITTER:	Maren C. Perry		
Total Attachments: 1 source=CRANBABIESassignment#page1.tif			

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**ASSIGNMENT OF TRADEMARK
AND APPLICATION FOR FEDERAL REGISTRATION**

Whereas, River Bend Cranberry LLC ("Assignor"), a Wisconsin limited liability company, of 6539 Hemlock Road, Vesper, Wisconsin, itself or through its predecessor in interest (David Wandler), has adopted, used and is using the mark CRANBABIES and on September 28, 2001 filed United States Trademark Application Serial No. 78/086,032;

Whereas, Ocean Spray Cranberries, Inc. ("Assignee"), a Delaware corporation, of One Ocean Spray Drive, Lakeville-Middleboro, Massachusetts, is desirous of acquiring said mark and the registration thereof;

Now, therefore, pursuant to 15 USC 1060, for good and valuable consideration the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to said mark, together with the goodwill of the business symbolized by the mark and the above-identified application for registration thereof.

The Commissioner of Patents and Trademarks is requested to issue the Certificate of Registration to and in the name of the Assignee.

Dated this 29 day of JANUARY, 2003.

RIVER BEND CRANBERRY LLC

By *Donald Wandler*
Donald Wandler, Managing Member

STATE OF WISCONSIN)
) ss:
COUNTY OF RACINE)

I certify that I know that Donald Wandler is the person who appeared before me and that such person acknowledged that he signed this instrument and on oath stated that he is an authorized representative of River Bend and that he signed this instrument in that capacity, doing so as a free and voluntary act for the uses and purposes mentioned in the instrument.

Dated this 29th day of January, 2003.

Christine M. Wipper
Notary Public

My commission expires 8/20/06.

