

Form PTO-1594 (Rev. 06/04)
OMB Collection 0651-0027 (exp. 6/30/2005)

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)/Execution Date(s):

Pasco Beverage Company

- Individual(s) Association
- General Partnership Limited Partnership
- Corporation-State - Florida
- Other _____

Citizenship (see guidelines) _____

Execution Date(s) 9/13/04

Additional names of conveying parties attached? Yes No

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: Vitality Foodservice, Inc.

Internal Address: _____

Street Address: 400 N. Tampa Street

City: Tampa

State: Florida

Country: USA Zip: 33602

- Association Citizenship _____
- General Partnership Citizenship _____
- Limited Partnership Citizenship _____
- Corporation Citizenship Florida
- Other _____ Citizenship _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

3. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name
- Other _____

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1359475; 1280895; 1364807

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

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

Name: C. Douglas McDonald

Internal Address: _____

Street Address: P.O. Box 3239

City: Tampa

State: Florida Zip: 33601-3239

Phone Number: 813-229-4234

Fax Number: 813-229-4133

Email Address: trademarks@carltonfields.com

6. Total number of applications and registrations involved:

3

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 90.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number 03-0683

Authorized User Name _____

9. Signature:

C. Douglas McDonald
Signature

9/13/04
Date

C. Douglas McDonald

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 3

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

CH \$90.00 030683 1359475

ASSIGNMENT OF TRADEMARK

PASCO BEVERAGE COMPANY f/k/a LYKES PASCO, INC. ("Assignor"), a corporation of the state of Florida having an address of 15000 US Highway 301 N., Dade City, FL 33526-0097 in consideration of Ten Dollars (\$10.00) and other good and valuable consideration, receipt of which is hereby acknowledged, transfers and assigns to VITALITY FOODSERVICE, INC. ("Assignee"), a corporation of the state of Florida having an address of 400 North Tampa Street, Tampa, Florida 33602, all right, title and interest Assignor has or may have in and to the trademarks listed on Schedule A attached hereto, including all goodwill associated therewith, along with the United States Trademark registrations and applications listed on Schedule A.

PASCO BEVERAGE COMPANY

Date: Sept. 13, 2004

BY John C. Minton
John C. Minton
Chief Operating Officer

STATE OF FLORIDA

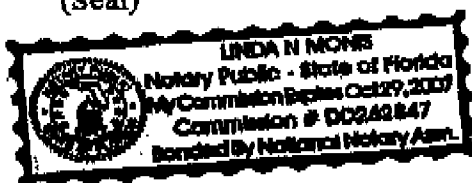
COUNTY OF PASCO

Sworn to and subscribed before me this 13th day of September, 2004.

Personally known to me

Produced identification _____

(Seal)



Linda N. Morris
Notary Public's Signature

Linda N. Morris
Notary Public's Printed Name

SCHEDULE "A"

MARK	COUNTRY	REG./SERIAL NO.
COOL CHOICE	United States	1,359,475
COOL CHOICE	United States	1,280,895
FAMILY CHOICE	United States	1,364,807
GOLDEN CHOICE	Canada	363,078
LYKES FAMILY CHOICE	Canada	291,805
ROYAL ASCOT	Canada	380,040