



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

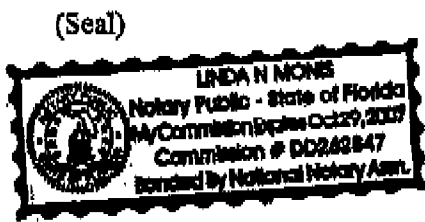
STATE OF FLORIDA  
COUNTY OF PASCO

Sworn to and subscribed before me this 13<sup>th</sup> day of September, 2004.

Personally known to me       Produced identification \_\_\_\_\_

Linda N. Monis  
Notary Public's Signature

LINDA N. MONIS  
Notary Public's Printed Name



SCHEDULE "A"

MARK	COUNTRY	REG./SERIAL NO.
COOL CHOICE	United States	1,359,475
COOL CHOICE	United States	1,280,896
FAMILY CHOICE	United States	1,364,807
GOLDEN CHOICE	Canada	363,078
LYKES FAMILY CHOICE	Canada	291,805
ROYAL ASCOT	Canada	380,040

TPA#1944551.1

RECORDED: 09/15/2004

TRADEMARK

09/13/2004 REEL 002939 FRAME: 0136 003