

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Pasco Beverage Company		07/02/2004	CORPORATION: FLORIDA

RECEIVING PARTY DATA	
Name:	Vitality Foodservice, Inc.
Street Address:	400 N. Tampa Street, Suite 1700
City:	Tampa
State/Country:	FLORIDA
Postal Code:	33602
Entity Type:	CORPORATION: FLORIDA

PROPERTY NUMBERS Total: 5		
Property Type	Number	Word Mark
Registration Number:	1213405	FLORIDAGOLD
Registration Number:	0895172	FLORIDAGOLD
Registration Number:	2428457	VITA GOLD
Registration Number:	1914253	ISLAND PASSION
Registration Number:	2117774	ISLAND PASSION

CORRESPONDENCE DATA	
Fax Number:	(612)766-1623
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	6127667000
Email:	trademarkmpls@faegre.com
Correspondent Name:	Faegre & Benson LLP
Address Line 1:	90 South Seventh Street
Address Line 2:	2200 Wells Fargo Center
Address Line 4:	Minneapolis, MINNESOTA 55402-3901

ATTORNEY DOCKET NUMBER:	24067-304167
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NAME OF SUBMITTER:	Kerry R. Thompson - Paralegal
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OP \$140.00 1213405

Total Attachments: 3

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TRADEMARK ASSIGNMENT

WHEREAS, **PASCO BEVERAGE COMPANY**, A Florida corporation, having a principal place of business at Box 97, 15000 Highway 301, Dade City, Florida (hereinafter referred to as "Assignor"), owns right, title and interest in and to the following trademarks and registrations thereof and the goodwill associated therewith:

LIST OF MARKS AND REGISTRATIONS ON ATTACHED SCHEDULE A

VITALITY FOODSERVICE, INC., a Florida corporation, having a principal place of business at 400 N. Tampa Street, Suite 1700, Tampa, Florida (hereinafter referred to as "Assignee"), desires to acquire the above-identified trademarks, registrations and goodwill;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor assigns, transfers and sets over to Assignee Assignor's entire right, title, and interest in and to the above-identified trademarks, registrations and goodwill appurtenant thereto.

[SIGNATURES FOLLOW]

IN WITNESS WHEREOF, assignor has executed this Agreement as of the dated indicated hereunder.

Dated this 2nd day of July, 2004.


PASCO BEVERAGE COMPANY, a Florida corporation

By: John C. Minton

STATE OF FLORIDA)
COUNTY OF HILLSBOROUGH)

I HEREBY CERTIFY that on this day personally appeared before me John C. Minton, COO of Pasco Beverage Company, a Florida corporation, who produced as identification a driver's license and executed the foregoing Trademark Assignment on behalf of said corporations and further acknowledged before me that he executed the same freely and voluntarily on behalf of said corporations.

WITNESS my hand and official seal in the County and State aforesaid this ____ day of July, 2004.

FLDL/M535-463-57-390-0	<u>Marlene Salavarieta</u> Signature of Person Taking Acknowledgement
Notary Stamp  Marlene Salavarieta My Commission DD094716 Expires February 24, 2006	Print Name: _____ Title: Notary Public Serial No. (if any) _____ Commission Expires: _____

SCHEDULE A

TRADEMARK	REGISTRATION/SERIAL NUMBER
FLORIDAGOLD & Design	1,213,405
FLORIDAGOLD	895,172
VITA GOLD	2,428,457
ISLAND PASSION	1,914,253
ISLAND PASSION	2,117,774
ISLAND PASSION	75/467,432
LIGHT & TASTY	Common Law Mark