

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
Northland Cranberries, Inc.		02/22/2005	CORPORATION: WISCONSIN
RECEIVING PARTY DATA			
Name:	Apple & Eve, LLC		
Street Address:	2 Sea View Boulevard		
City:	Port Washington		
State/Country:	NEW YORK		
Postal Code:	11050-4634		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	2333417	MEADOW VALLEY	
Registration Number:	2216485	NORTHLAND CRANBERRIES	
Registration Number:	2226732	NORTHLAND. 100% HONEST-TO-GOODNESS JUICE	
Registration Number:	1925743	NORTHLAND CRANBERRIES, INC.	
Registration Number:	1949332	NORTHLAND	
Registration Number:	1817513	NORTHLAND	
Registration Number:	2358461	MEADOW VALLEY	
CORRESPONDENCE DATA			
Fax Number:	(212)554-7700		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212.554.7894		
Email:	etabak@mosessinger.com		
Correspondent Name:	Eitan Tabak		
Address Line 1:	1301 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10019-6076		

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NAME OF SUBMITTER:	Eitan Tabak
Signature:	/Eitan Tabak/
Date:	02/23/2005
Total Attachments: 3 source=NorthCranbAssign#page1.tif source=NorthCranbAssign#page2.tif source=NorthCranbAssign#page3.tif	

TRADEMARK ASSIGNMENT

ASSIGNMENT, dated as of February 22, 2005, from NORTHLAND CRANBERRIES, INC. a Wisconsin corporation, having its principal place of business at 2930 Industrial Street, Wisconsin Rapids WI 54495-8020 (the "Assignor") to APPLE & EVE, LLC, a Delaware limited liability company, having its principal place of business at 2 Sea View Blvd., Port Washington, NY 11050-4634 (the "Assignee").

In accordance with the Agreement entered between Assignor and Assignee on February 22, 2005 (the "Purchase Agreement"), and for good and valuable consideration the receipt and sufficiency of which are hereby acknowledged, Assignor has sold, assigned and transferred, and by these presents Assignor does sell, assign and transfer to the Assignee all of the Assignor's right, title, and interest in, to and under the trademarks and service marks listed on Schedule A annexed hereto and made a part hereof (collectively, the "Trademarks"), together with that part of the goodwill of the business connected with the use of and symbolized by the Trademarks, and together with all common law rights in the Trademarks, and together with all registrations and trademark applications therefor, in the United States, its territories and possessions, and throughout the world, including, without limitation, any renewals and extensions of the registrations that are or may be secured under the laws of the United States, its territories and possessions, and throughout the world, now or hereafter in effect, for the Assignee's own use and enjoyment, and for the use and enjoyment of the Assignee's successors, assigns, and other legal representatives, as fully and entirely as the same would have been held and enjoyed by the Assignor if this Assignment had not been made.

The Assignor does hereby authorize and request the Commissioner of Patents and Trademarks of the United States of America to record the Assignee as owner of each of the Trademarks and to issue any and all registrations, including renewals and extensions thereof, to the Assignee, its successors, assigns, nominees, or other legal representatives.

NORTHLAND CRANBERRIES, INC.

By: 

Name: John Swendrowski

Title: Chairman & CEO

STATE OF WISCONSIN)

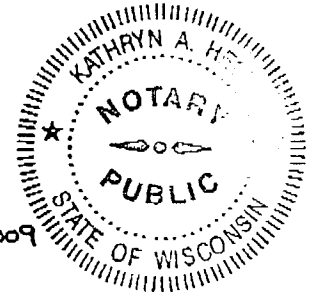
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COUNTY OF WOOD)

On the 22nd day of February, 2005, before me personally came JOHN SWENDROWSKI, to me known, who, being by me duly sworn, did depose and say that s/he is CHAIRMAN & CEO of Northland Cranberries, Inc. the corporation described in and which executed the above instrument; and that s/he signed his name thereto by authority of the board of directors of said corporation.

Kathryn A. Heck
Notary Public

MY COMMISSION EXPIRES:
FEBRUARY 15, 2009



SCHEDULE A
UNITED STATES TRADEMARKS AND TRADEMARK APPLICATIONS

<u>MARK</u>	<u>REG. NO./SER. NO.</u>
MEADOW VALLEY	2,333,417
NORTHLAND CRANBERRIES	2,216,485
NORTHLAND 100% HONEST-TO-GOODNESS JUICE	2,226,732
NORTHLAND CRANBERRIES, INC. and design	1,925,743
NORTHLAND	1,949,332
NORTHLAND	1,817,513
MEADOW VALLEY	2,358,461

NON-U.S. TRADEMARKS AND TRADEMARK APPLICATIONS

<u>MARK</u>	<u>COUNTRY</u>	<u>REG.NO./SER.NO.</u>
NORTHLAND	Benelux	540,232
NORTHLAND	Canada	533,057
NORTHLAND	Canada	507,788
NORTHLAND	China	3,652,109
NORTHLAND	China	3,652,110
NORTHLAND	China	3,652,111
NORTHLAND	European Union	170,910
NORTHLAND	Ireland	158,888
NORTHLAND	Japan	4,684,309
NORTHLAND	Taiwan	902,312
NORTHLAND	Taiwan	892,456
NORTHLAND	Taiwan	892,718
NORTHLAND	United Kingdom	1,547,789
NORTHLAND & Design	China	3,652,108
NORTHLAND & Design	China	3,652,107
NORTHLAND & Design	China	3,652,106

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