

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	06/07/2005

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Pepsico, Inc.		06/07/2005	CORPORATION:

**RECEIVING PARTY DATA**

Name:	Tropicana Products, Inc.
Street Address:	1001 13th Avenue East
City:	Bradenton
State/Country:	FLORIDA
Postal Code:	34208
Entity Type:	CORPORATION:

**PROPERTY NUMBERS Total: 8**

Property Type	Number	Word Mark
Registration Number:	2319909	DRINKABLE FRUIT
Registration Number:	2235972	FRUIT FOR LIFE
Registration Number:	2681502	FRUIT FOR LIFE
Registration Number:	2353462	FRUIT FOR LIFE
Registration Number:	2319910	FRUIT YOU CAN DRINK
Registration Number:	2776292	HAVE YOUR FRUIT AND DRINK IT TOO!
Registration Number:	2389320	IT'S FOOD FRUIT YOU CAN DRINK
Registration Number:	2377256	100% FRUIT

**CORRESPONDENCE DATA**

Fax Number: (312)821-1316  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 312-821-1408  
 Email: Janet\_Silverberg@quakeroats.com

CH \$215.00 2319909

Correspondent Name: Janet L. Silverberg  
Address Line 1: 555 W. Monroe Street  
Address Line 2: Ste. 11-10  
Address Line 4: Chicago, ILLINOIS 60661

NAME OF SUBMITTER:	Janet L. Silverberg
Signature:	/janet silverberg/
Date:	06/09/2005
Total Attachments: 1 source=pvassignment#page1.tif	

**ASSIGNMENT**

WHEREAS, PEPSICO, INC., a corporation organized and existing under the laws of the state of North Carolina, with offices at 700 Anderson Hill Road, Purchase, New York 10577 ("Assignor"), is the owner of the following trademarks (the "Marks"), now registered in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Registration Number</u>	<u>Registration Date</u>
DRINKABLE FRUIT	2,319,909	February 15, 2000
FRUIT FOR LIFE	2,235,972	March 30, 1999
FRUIT FOR LIFE	2,681,502	January 28, 2003
FRUIT FOR LIFE	2,353,462	May 30, 2000
FRUIT YOU CAN DRINK	2,319,910	February 15, 2000
HAVE YOUR FRUIT AND DRINK IT TOO!	2,776,292	October 21, 2003
IT'S FOOD FRUIT YOU CAN DRINK	2,389,320	September 26, 2000
100% FRUIT and Design	2,377,256	August 15, 2000

WHEREAS, TROPICANA PRODUCTS, INC., a corporation organized and existing under the laws of the state of Delaware, with offices at 1001 13<sup>th</sup> Avenue East, Bradenton, Florida 34208 ("Assignee"), is desirous of acquiring said registered Marks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all rights, title and interest in and to the Marks together with the goodwill of the business symbolized by the Marks. Further, Assignor hereby assigns to Assignee Assignor's rights, if any, to sue for and collect damages, profits and other relief for any past infringement of the Marks.

IN WITNESS WHEREOF, Assignee has duly executed this Assignment as of the day and year written below.

By: Elizabeth N. Bilus  
Elizabeth N. Bilus  
Assistant Secretary

PEPSICO, INC.

Dated: June 7, 2005