

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
Cranberry Gifts, Inc		12/28/2005	CORPORATION: WISCONSIN
RECEIVING PARTY DATA			
Name:	Ocean Spray Cranberries, Inc.		
Street Address:	One Ocean Spray Drive		
City:	Lakeville-Middleboro		
State/Country:	MASSACHUSETTS		
Postal Code:	02349		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78359719	CRANDIES	
CORRESPONDENCE DATA			
Fax Number:	(212)415-8701		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2124158700		
Email:	ptotmcommunications@morganfinnegan.com		
Correspondent Name:	Colin Foley		
Address Line 1:	3 World Financial Center		
Address Line 4:	New York, NEW YORK 10281-2101		
ATTORNEY DOCKET NUMBER:	7909-4129		
NAME OF SUBMITTER:	Colin Foley		
Signature:	/CF/		
Date:	01/26/2006		

CH \$40.00 78359719

ASSIGNMENT OF TRADEMARK
AND APPLICATION FOR FEDERAL REGISTRATION

WHEREAS, Cranberry Gifts, Inc. a Wisconsin corporation ("Assignor"), of 339 W. Pine Street, P.O. Box 2289, Eagle River, WI 54521, has adopted and used and is using the mark "CRANDIES" for which Assignor has filed an application for registration in the United States Patent and Trademark Office, Serial No. 78/359,719 filed January 29, 2004 and

WHEREAS, Ocean Spray Cranberries, Inc., a Delaware corporation ("Assignee"), of One Ocean Spray Drive, Lakeville-Middleboro, Massachusetts, is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, pursuant to 15 U.S.C. 1060 for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark, and the above identified application for registration thereof.

The Commissioner of Patents and Trademarks is requested to issue the Certificate of Registration to and in the name of the Assignee.

DATED this 28th day of December 2005

CRANBERRY GIFTS, INC.

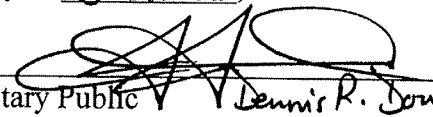
By 

WI DL # B100-1625-9177-66

STATE OF WISCONSIN)
SS.
COUNTY OF VILAS)

I certify that I know or have satisfactory evidence that DANIEL B. BEIHOFF is the person who appeared before me, and said person acknowledged that DANIEL B. BEIHOFF signed this instrument, on oath stated that DANIEL B. BEIHOFF was authorized to execute the instrument, and acknowledged it as the PRESIDENT of Cranberry Gifts, Inc. to be the free and voluntary act of such party for the users and purposes mentioned in the instrument.

DATED this 28th day of December, 2005.


Notary Public Dennis R. Bond

My Appointment Expires: 08-19-2007

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