

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
The Treadstone Group, Inc.		07/12/2006	CORPORATION: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	Tropicana Products, Inc.		
Street Address:	1001 13th Avenue East		
City:	Bradenton		
State/Country:	FLORIDA		
Postal Code:	34208		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	78230082	GROVE SQUEEZED LLC FRESH SQUEEZED IN THE GROVE	
Registration Number:	3012334	GROVE SQUEEZED	
CORRESPONDENCE DATA			
Fax Number:	(312)821-1316		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	janet_silverberg@quakeroats.com		
Correspondent Name:	Janet Silverberg		
Address Line 1:	555 West Monroe Street		
Address Line 2:	Suite 11-10		
Address Line 4:	Chicago, ILLINOIS 60661		
ATTORNEY DOCKET NUMBER:	TROP		
NAME OF SUBMITTER:	Janet Silverberg		
Signature:	/janet silverberg/		

CH \$65.00 78230082

Date:

07/21/2006

Total Attachments: 1

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TRADEMARKS ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is effective the 12th day of July, 2006, by and between Tropicana Products, Inc., a Delaware Corporation, having a place of business in Bradenton, Florida ("Assignee"), and The Treadstone Group, Inc., a North Carolina Corporation, having a place of business in Denver, North Carolina ("Assignor").

WHEREAS, Assignor has a United States federal trademark registration for the trademark GROVE SQUEEZED, Registration No. 3,012,334; issued June 28, 2004, and an application for the trademark GROVE SQUEEZED LLC FRESH SQUEEZED IN THE GROVE & DESIGN, Serial No. 78230082, filed March 26, 2003 (the "Trademarks").

WHEREAS, Assignor is desirous of assigning all right, title and interest in and to the Trademarks it may have to Assignee, including the corresponding Registration No. 3,012,334 and Serial No. 78230082, all common law rights in the Trademarks, and any goodwill of the business associated therewith; and

WHEREAS, Assignee is desirous of obtaining all right, title and interest in and to the Trademarks that Assignor may have, including the corresponding Registration No. 3,012,334 and Serial No. 78230082, all common law rights in the Trademarks, and any goodwill of the business associated therewith.

NOW THEREFORE, Assignor, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, hereby assigns and transfers to Assignee, all right, title and interest in and to the Trademarks that Assignor may have, including without limitation: (i) the corresponding Registration No. 3,012,334 and Serial No. 78230082, (ii) all common law rights in the Trademarks; (iii) any goodwill of the business associated with and symbolized by the Trademarks; (iv) the right to further assign and/or to license any and all right, title and interest in and to the Trademarks; and (v) the right to sue and collect damages for past infringement of the Trademarks by any third party.

The Treadstone Group, Inc.

By: *Ross D. Bulla*

Date: July 12, 2006