

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
Hale Indian River Groves, Inc.		08/04/2006	CORPORATION: FLORIDA

RECEIVING PARTY DATA

Name:	Southern Fulfillment Services, LLC
Street Address:	13939 Indrio Road
City:	Fort Pierce
State/Country:	FLORIDA
Postal Code:	34945
Entity Type:	LIMITED LIABILITY COMPANY: FLORIDA

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Registration Number:	2927470	HALE GROVES
Registration Number:	2927466	HALE GROVES
Registration Number:	2927463	HALE
Registration Number:	3086828	THE FRESHEST AND BEST TASTING. GUARANTEED.
Serial Number:	78419663	THE ORANGE JUICE BOX
Registration Number:	2927462	HALE
Registration Number:	2321765	HALE GROVES
Serial Number:	78442952	
Registration Number:	3097396	HALE GROVES

CORRESPONDENCE DATA

Fax Number: (954)523-1722
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 954-462-2000
 Email: mgavilan@gunster.com

CH \$240.00 2927470

Correspondent Name: Paul T. Kashimba, Esq.
Address Line 1: 500 E. Broward Boulevard
Address Line 2: Suite 1400
Address Line 4: Fort Lauderdale, FLORIDA 33394

NAME OF SUBMITTER:	Paul T. Kashimba
Signature:	/Paul T. Kashimba/
Date:	08/23/2006

Total Attachments: 4

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TRADEMARK ASSIGNMENT

August 4, 2006

Effective as of the date set forth above (the "**Effective Date**"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Hale Indian River Groves, Inc., a Florida corporation ("**Assignor**"), does hereby sell, transfer and set over to Southern Fulfillment Services, LLC, a Florida limited liability company ("**Assignee**"), all of Assignor's worldwide rights, title and interest in and to all of its trademarks and service marks and any pending applications with regard to the foregoing including but not limited to those listed on **Schedule 1** attached hereto (collectively, the "**Marks**"), any renewals or extensions of such applications and registrations, and all rights therein and thereto in any country or locality worldwide, together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks and the resulting right to recover damages and profits for past, present, or future infringements or unauthorized uses thereof, with the right to sue for and collect the same for its own use and enjoyment, and for the use and of its successors, assigns, or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment had not been made.

Assignor agrees to execute and deliver at the request of the Assignee, any papers, instruments and assignments reasonable to vest in Assignee all of Assignor's right, title and interest in and to the Marks and the applications and registrations therefore and/or to provide evidence to support such assignment in the event such evidence is reasonably necessary and to the extent such evidence is in the possession or control of Assignor.

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IN WITNESS WHEREOF, the undersigned have executed this Assignment as of the date first set forth above.

HALE INDIAN RIVER GROVES, INC.

By: [Signature]
Name: CS CRAIG
Title: CO-CHAIRMAN

SOUTHERN FULFILLMENT SERVICES, LLC

By: _____
Name: _____
Title: _____

STATE OF Connecticut)
COUNTY OF Fairfield)

Before me, the undersigned, a Notary Public in and for the County and State aforesaid, personally appeared CS CRAIG, with whom I am personally acquainted (or proved to me on the basis of satisfactory evidence), and who upon oath acknowledged herself/himself to be the Co-Chairman of Hale Indian River Groves, Inc. and as such officer, being authorized so to do, executed the foregoing instrument for the purposes therein contained, by signing the name of the corporation.

Witness my hand and seal, at office in Colebrook, CT, this the 3rd day of August 2006.

[Signature]

Notary Public

My Commission Expires: April 30, 2011

THERESA PERRUZZA
NOTARY PUBLIC
State of Connecticut
My Commission Expires
April 30, 2011

[Trademark Assignment Signature Page]

IN WITNESS WHEREOF, the undersigned have executed this Assignment as of the date first set forth above.

HALE INDIAN RIVER GROVES, INC.

By: _____

Name: _____

Title: _____

SOUTHERN FULFILLMENT SERVICES, LLC

By: Edgar A. Brown

Name: Edgar A. Brown

Title: managing member

STATE OF Florida)
COUNTY OF St Lucie)

Before me, the undersigned, a Notary Public in and for the County and State aforesaid, personally appeared Edgar A. Brown, with whom I am personally acquainted (or proved to me on the basis of satisfactory evidence), and who upon oath acknowledged herself/himself to be the managing member of Southern Fulfillment Services, LLC and as such officer, being authorized so to do, executed the foregoing instrument for the purposes therein contained, by signing the name of the corporation.

Witness my hand and seal, at office in Ft Pierce, Florida, this the 4 day of August 2006.

Diana K. Sheubrooks

Notary Public

My Commission Expires: _____



Diana K. Sheubrooks
My Commission DD280159
Expires January 11, 2008

[Trademark Assignment Signature Page]

SCHEDULE 1

<u>Marks:</u>	<u>Serial #</u>	<u>Registration #</u>	<u>Registration Date</u>	<u>Status</u>
HALE GROVES	76/565,907	2,927,470	February 22, 2005	Registered
HALE GROVES (and design)	76/565,699	2,927,466	February 22, 2005	Registered
HALE (and design)	76/565,404	2,927,463	February 22, 2005	Registered
THE FRESHEST AND BEST TASTING. GUARANTEED.	78/418,899	3,086,828	April 25, 2006	Registered
THE ORANGE JUICE BOX	78/419,663		May 17, 2004 (filing date)	Allowed
HALE	76/565,402	2,927,462	February 22, 2005	Registered
HALE GROVES	75/667,062	2,321,765	February 22, 2000	Registered
Orange Box Design	78/442,952		June 29, 2004 (filing date)	Pending
HALE GROVES & Orange Box Design	78/442,955	3,097,396	May 30, 2006	Registered
HALE (and design) (CANCELLED)	74/299,079	1,763,068	April 6, 1993	Cancelled (January 10, 2004)
HALE	74/299,078	1,764,702	April 13, 1993	Cancelled (January 17, 2004)