

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Bolthouse Juice Products, LLC		06/25/2007	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Wm. Bolthouse Farms, Inc.		
<b>Street Address:</b>	7200 East Brundage Lane		
<b>City:</b>	Bakersfield		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	93307		
<b>Entity Type:</b>	CORPORATION: MICHIGAN		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78887655	BOLTHOUSE DO BRASIL LTDA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(312)616-5700		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	312-616-5600		
<b>Email:</b>	trademarks@leydig.com		
<b>Correspondent Name:</b>	Leydig, Voit & Mayer, Ltd.		
<b>Address Line 1:</b>	Two Prudential Plaza, 180 N. Stetson Ave		
<b>Address Line 2:</b>	Suite 4900		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60601-6731		
<b>ATTORNEY DOCKET NUMBER:</b>	252320		
<b>NAME OF SUBMITTER:</b>	Mark A. Niede		
<b>Signature:</b>	/Mark A. Niede/		

CH 78887655 \$40.00

Date:

06/26/2007

Total Attachments: 1

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**ASSIGNMENT OF TRADEMARK**

WHEREAS, **Bolthouse Juice Products, LLC**, a Delaware Limited Liability Company, located at 7200 East Brundage Lane, Bakersfield, California USA (Assignor), is using and is the owner of Application No. 78/887655 for BOLTHOUSE DO BRASIL and Design as applied for in the United States Patent and Trademark Office;

WHEREAS, **Wm. Bolthouse Farms, Inc.** (Assignee), a Michigan Corporation, having its principal place of business at 7200 East Brundage Lane, Bakersfield, California USA is desirous of acquiring said mark;

Now, therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, and its successors in interest, all right, title and interest in and to said trade name and mark, together with the goodwill of the business symbolized by said trade name and mark and applications and registrations thereof, and including all common-law and other rights in said trade name and mark, all claims, demands and causes for action, both at law and in equity, that Assignor may have, or may hereinafter acquire, on account of any infringement of said trade name and mark prior to the date hereof, and does hereby empower Assignee, and its successors in interest, to sue for and collect the same, to its and their own and absolute use.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of Assignor, does hereby execute this assignment to take effect on the 25 day of JUNE, 2007.

**Bolthouse Juice Products, LLC**

By: KEVIN MANN  
Title: CHIEF FINANCIAL OFFICER