

**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>
Dole Citrus Corporation		07/30/2007	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Citrus Packing LLC		
<b>Street Address:</b>	11444 W. Olympic Blvd., 10th Floor		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90064		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	0375506	BLUE GOOSE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(310)966-5758		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	310-966-5726		
<b>Email:</b>	lpowell@roll.com		
<b>Correspondent Name:</b>	LaTunda Powell, Trademark Administrator		
<b>Address Line 1:</b>	11444 W. Olympic Blvd., 10th Floor		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90064		
<b>ATTORNEY DOCKET NUMBER:</b>	108447		
<b>NAME OF SUBMITTER:</b>	LaTunda Powell		
<b>Signature:</b>	/LaTunda Powell/		
<b>Date:</b>	10/11/2007		

**CH \$40.00 0375506**

Total Attachments: 4

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ASSIGNMENT OF TRADEMARKS/SERVICE MARKS

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which hereby are acknowledged, Dole Citrus Corporation, a California corporation, having its principal office at One Dole Drive, Westlake Village, California 91362; U.S.A., ("Assignor"), hereby assigns and transfers to Citrus Packing LLC, a Delaware limited liability company, having its principal office at 11444 W. Olympic Boulevard, 10<sup>th</sup> Floor, Los Angeles, California 90064 ("Assignee"), the following:

A. All right, title and interest held by Assignor in and to the business names, trade names, trademarks and/or service marks, and the applications and/or registrations therefor, listed in Exhibit "A" attached hereto and incorporated herein by this reference (hereinafter collectively referred to as the "Marks");

B. The goodwill of the business connected with the use of and symbolized by the Marks, as part of the transfer of all business to which the Marks pertain, and including all associated artwork, labels, and package designs and other assets that uniquely reflect the Marks; and


C. All rights to damages or profits, due or to become due, accrued or to accrue, arising out of past, present or future infringement of said Marks or injury to said goodwill, together with the right to sue or recover the same in Assignee's name.

IN WITNESS WHEREOF, the undersigned have hereunto executed this Assignment, as of ~~January~~ <sup>July</sup> 30 2007, in one or more counterparts, each of which shall be deemed an original and all of which taken together shall constitute one and the same instrument.

ASSIGNOR:

DOLE CITRUS CORPORATION,  
a California corporation

By:

  
Name: Michael Carter  
Title: Vice President

ASSIGNEE:

CITRUS PACKING LLC,  
a Delaware limited liability company

By:

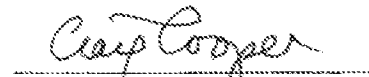
  
Name: Craig B. Cooper  
Title: Sr. Vice President

EXHIBIT "A"

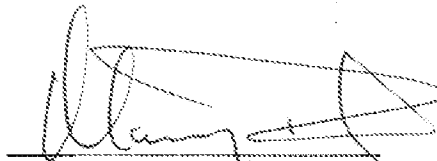
Trademark	Class(es)	Application Number	Filing Date	Registration Number	Registration Date
BLUE GOOSE & Design	29, 31, 32	71423519	September 12, 1989	0375506	February 20, 1940

ACKNOWLEDGMENT OF INSTRUMENTS

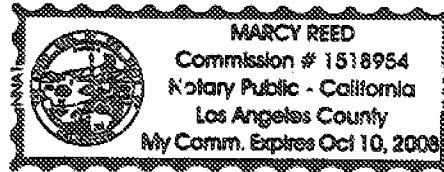
STATE OF CALIFORNIA                    )  
  ) SS.  
COUNTY OF LOS ANGELES )

On July 30, 2007, before me, Marcy Reed, personally appeared C. Michael Carter, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

  
\_\_\_\_\_  
Notary Public

[SEAL]

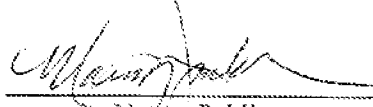


ACKNOWLEDGMENT OF INSTRUMENTS

STATE OF CALIFORNIA )  
 ) SS.  
COUNTY OF LOS ANGELES )

On October 10, 2007, before me, Marvelyn Jackson, personally appeared Craig D. Cooper, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

  
\_\_\_\_\_  
Notary Public

[SEAL]

