

**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>
Ag-Mart Produce, Inc. d/b/a Santa Sweets, Inc.		10/09/2007	CORPORATION: FLORIDA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Procacci Bros. Sales Corporation		
<b>Street Address:</b>	3333 South Front Street		
<b>City:</b>	Philadelphia		
<b>State/Country:</b>	PENNSYLVANIA		
<b>Postal Code:</b>	19148		
<b>Entity Type:</b>	CORPORATION: PENNSYLVANIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	76670066	PAPA JOE'S VINE RIPE TOMATOES	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(215)972-7677		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	215-751-2622		
<b>Email:</b>	jmeyer@schnader.com		
<b>Correspondent Name:</b>	James R. Meyer, Esquire		
<b>Address Line 1:</b>	Schnader Harrison Segal & Lewis LLP		
<b>Address Line 2:</b>	1600 Market Street, Suite 3600		
<b>Address Line 4:</b>	Phildelphia, PENNSYLVANIA 19103		
<b>ATTORNEY DOCKET NUMBER:</b>	0716605-0089/63US		
<b>NAME OF SUBMITTER:</b>	Kimberly Bittinger		
<b>Signature:</b>	/Kimberly Bittinger/		

CH \$40.00 76670066

Date:

10/12/2007

Total Attachments: 1

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**ASSIGNMENT OF TRADEMARK**

**WHEREAS**, Ag-Mart Produce, Inc. d/b/a Santa Sweets, Inc., a corporation organized under the laws of the State of Florida, having an address of 4006 N. Airport Road, Plant City, FL 33563 (hereinafter referred to as the "Assignor") was the owner of the trademark, **PAPA JOE'S VINE RIPE TOMATOES**, which mark is the subject of U.S. Trademark Application No. 76/670,066 (the "Mark");

**WHEREAS**, Procacci Bros. Sales Corporation, a corporation organized under the laws of the Commonwealth of Pennsylvania, having an address of 3333 South Front Street, Philadelphia, PA 19148 (hereinafter referred to as the "Assignee") has acquired the entire right, title and interest in and to the Mark, including all of the goodwill of the business in connection with which the Mark is used and symbolized by the Mark.

**NOW, THEREFORE**, for valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor confirms that it assigned, transferred and set over unto Assignee, its successors and assigns, the entire right, title and interest in and to the Mark, the goodwill of the business in connection with which the Mark is used and symbolized by the Mark, and the right to recover for past infringements of the Mark, to have and to hold the same as fully and completely as the same might have been held by the Assignor had this assignment not been made.

Assignor agrees, at Assignee's expense and request, to take all lawful acts which Assignee may deem advisable or necessary in order to render this assignment fully effective and to register and enforce the rights conveyed hereby, including without limitation, execution of lawful documents, and cooperation in production of evidence and giving of testimony in connection with proceedings to enforce the rights conveyed hereby.

**Ag-Mart Produce, Inc. D/B/A Santa Sweets, Inc.**

Date: October 9, 2007

By: \_\_\_\_\_

Name: Joseph Procacci

Title: CEO

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