

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
Just X, Inc.		09/02/2009	CORPORATION: CANADA
RECEIVING PARTY DATA			
Name:	Smucker Natural Foods, Inc.		
Street Address:	Speedway Avenue		
Internal Address:	P.O. Box 369		
City:	Chico		
State/Country:	CALIFORNIA		
Postal Code:	95927		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	75588742	JUST JUICE	
CORRESPONDENCE DATA			
Fax Number:	(703)415-0788		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	kjs4jennisonlaw@aol.com		
Correspondent Name:	Kathryn Jennison Shultz		
Address Line 1:	2001 Jefferson Davis Highway		
Address Line 2:	Suite 1102		
Address Line 4:	Arlington, VIRGINIA 22202		
NAME OF SUBMITTER:	Kathryn Jennison Shultz		
Signature:	/Kathryn Jennison Shultz/		
Date:	10/02/2009		

Total Attachments: 1

900144484

**TRADEMARK
 REEL: 004072 FRAME: 0558**

CH \$40.00 75588742

EXHIBIT B

ASSIGNMENT OF TRADEMARK

WHEREAS, Just X Inc. ("Assignor"), a Canadian corporation, whose business address is 3539 St. Charles Boulevards, Suite 296, Kirkland, Quebec, Canada M4E 1G3 has adopted, used and is using the trademark JUST JUICE and is the owner of U.S. Trademark Application Serial No. 75/588,742, filed November 16, 1998, for the mark JUST JUICE ("Trademark"); and

WHEREAS, Smucker Natural Foods, Inc. ("Assignee"), a California corporation, with a business address of P.O. Box 369, Speedway Avenue, Chico, California 95927, is desirous of acquiring the Trademark and the application thereof; and

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to said Trademark and the registration together with the good will of the business symbolized by the Trademark, any future registrations of the Trademark, all trade dress and common law rights associated with the Trademark, the right to sue third parties for infringement of or improper activities regarding the Trademark, the same to be held and enjoyed by Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.

Date: 9/2/09

By: [Signature]

Name: Michael P. [Signature]

Title: Director