

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
Natural Choice Foods, Inc.		02/18/2010	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Oxnard Produce, LLC		
Street Address:	111 Congressional Blvd		
Internal Address:	Suite 115		
City:	Carmel		
State/Country:	INDIANA		
Postal Code:	46032		
Entity Type:	LIMITED LIABILITY COMPANY: INDIANA		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	2562626	FULL OF FRUIT	
Registration Number:	2511487	NATURAL CHOICE	
Registration Number:	2215107	NATURAL CHOICE	
Registration Number:	3471426	FULL OF FRUIT	
Registration Number:	3716245	NATURAL CHOICE	
CORRESPONDENCE DATA			
Fax Number:	(317)684-5173		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	317-684-5000		
Email:	trademark@boselaw.com		
Correspondent Name:	Jennifer L. Day		
Address Line 1:	111 Monument Circle		
Address Line 2:	Suite 2700		
Address Line 4:	Indianapolis, INDIANA 46204		

OP \$140.00 2562626

ATTORNEY DOCKET NUMBER:	20007-1508,09,10,11,14
NAME OF SUBMITTER:	Jennifer L. Day
Signature:	/Jennifer L. Day/
Date:	02/26/2010
Total Attachments: 3 source=Oxnard Produce Trademark Assignment#page1.tif source=Oxnard Produce Trademark Assignment#page2.tif source=Oxnard Produce Trademark Assignment#page3.tif	

TRADEMARK ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and effective as of 2/18, 2010 (the "Effective Date"), **NATURAL CHOICE FOODS, INC.**, a California corporation ("Assignor") ASSIGNS and CONVEYS to **OXNARD PRODUCE, LLC** an Indiana limited liability company ("Assignee"), Assignor's entire right, title and interest in and to the United States trademarks and the registrations therefor listed on Exhibit A attached hereto and incorporated herein, all goodwill associated with the trademarks, and all claims and rights to sue for and collect damages by reason of infringement of the trademarks to the extent relating to any period on or after the Effective Date.

"Assignor"

NATURAL CHOICE FOODS, INC.

Dated 2/18/10

By: [Signature]

Printed: Sean Walsh

Title: President

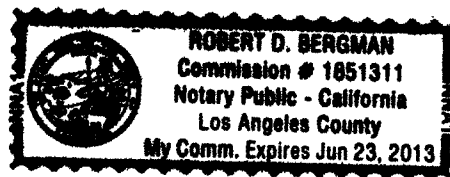
STATE OF CALIFORNIA)
) SS
COUNTY OF VENTURA)

On 2/16, 2010, before me, Robert D. Bergman notary public, personally appeared Sean Walsh, who 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 persons(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

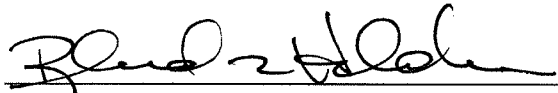
Signature [Signature]



Accepted and Agreed this 18th day of February, 2010.

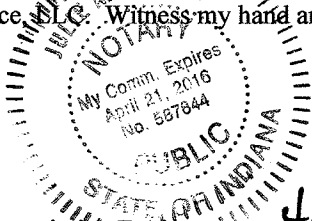
“Assignee”

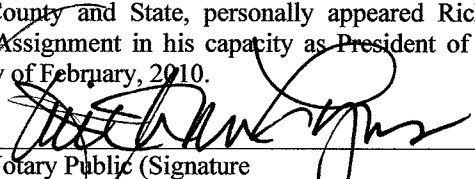
OXNARD PRODUCE, LLC

By: 
Richard R. Halderman, President

STATE OF INDIANA)
) SS:
COUNTY OF HAMILTON)

Before me, a Notary Public, within and for said County and State, personally appeared Richard R. Halderman, who acknowledged execution of this Trademark Assignment in his capacity as President of Oxnard Produce, LLC. Witness my hand and Notarial Seal this 18th day of February, 2010.




Notary Public (Signature)
JULIE ANN LYONS
(Printed Name)

My Commission Expires: 4.21.16
My County of Residence is: MARION

EXHIBIT A

U.S. Trademarks and Registration Information

MARK	U.S. REG. NO.	REG. DATE	GOODS
FULL OF FRUIT ("Fruit" disclaimed)	2,562,626 Supplemental	April 16, 2002	Class 30: Frozen Fruit Bars
NATURAL CHOICE ("Natural" disclaimed)	2,511,487 Principal	November 27, 2001	Class 31: Fresh Berries
NATURAL CHOICE ("Natural" disclaimed)	2,215,107 Principal	December 29, 1998	Class 30: Processed foods, namely, frozen confections
FULL OF FRUIT ("Fruit" disclaimed)	3,471,426 Principal (2(f))	July 22, 2008	Class 30: Frozen Fruit Bars
NATURAL CHOICE ("Natural" disclaimed)	3,716,245 Principal	November 24, 2009	Class 29: Frozen fruits; Frozen vegetables