

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
Wm. Bolthouse Farms, Inc.		03/05/2010	CORPORATION: MICHIGAN
RECEIVING PARTY DATA			
Name:	Fresh Logistics, LLC		
Street Address:	7330 Santa Fe Drive		
City:	Hodgkins		
State/Country:	ILLINOIS		
Postal Code:	60525		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3295131	FRESH LOGISTICS	
Registration Number:	3220790	FRESHLOGISTICS	
CORRESPONDENCE DATA			
Fax Number:	(312)616-5700		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-616-5600		
Email:	trademark@leydig.com		
Correspondent Name:	Kevin C. Parks		
Address Line 1:	Two Prudential Plaza, 180 N. Stetson Ave		
Address Line 2:	Suite 4900		
Address Line 4:	Chicago, ILLINOIS 60601-6731		
ATTORNEY DOCKET NUMBER:	268242		
NAME OF SUBMITTER:	Kevin C. Parks		
Signature:	/Kevin C. Parks/		

CH \$65.00 3295131

Date:

03/16/2010

Total Attachments: 2

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ASSIGNMENT OF U.S. TRADEMARKS

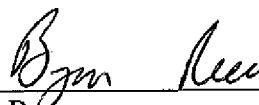
WHEREAS, **WM. BOLTHOUSE FARMS, INC.**, a Michigan corporation, located at 7200 East Brundage Lane, Bakersfield, California 93307 (Assignor), is using and is the owner of the trademarks on Schedule A attached hereto as registered in the United States Patent and Trademark Office;

WHEREAS, **FRESH LOGISTICS, LLC**, a Delaware limited liability company, located at 7330 Santa Fe Drive, Hodgkins, Illinois 60525 (Assignee) is desirous of acquiring said marks;

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 names and marks, together with the goodwill of the business symbolized by said trade names and marks and applications/registrations thereof, and including all common-law and other rights in said trade names and marks, 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 names and marks 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 5th day of March, 2010.

WM. BOLTHOUSE FARMS, INC.



By: Bryan Reese
Title: Vice President of Marketing & Secretary

SCHEDULE A

MARKS

REGISTRATION NOS.

FRESH LOGISTICS

3295131

FRESH LOGISTICS & Design

3220790