

**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

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Wm. Bolthouse Farms, Inc.		03/05/2010	CORPORATION: MICHIGAN

**RECEIVING PARTY DATA**

<b>Name:</b>	Bolthouse Juice Products, LLC
<b>Street Address:</b>	7200 East Brundage Lane
<b>City:</b>	Bakersfield
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	93307
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 6**

Property Type	Number	Word Mark
Serial Number:	78830669	PURE. PURPLE. POWER.
Serial Number:	78830672	THE POWER OF PURPLE
Registration Number:	3686456	BOM DIA
Registration Number:	3532607	BOLTHOUSE DO BRÁSIL LTDÁ
Registration Number:	3513605	CRAFTED BY NATURE, BOTTLED BY BOLTHOUSE
Registration Number:	3287016	PERFECTLY PROTEIN

**CORRESPONDENCE DATA**

Fax Number: (312)616-5700  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 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

CH \$165.00 78830669

ATTORNEY DOCKET NUMBER:	268242
NAME OF SUBMITTER:	Kevin C. Parks
Signature:	/Kevin C. Parks/
Date:	03/16/2010
Total Attachments: 2 source=Wm. Bolthouse - Bolthouse Juice#page1.tif source=Wm. Bolthouse - Bolthouse Juice#page2.tif	

**ASSIGNMENT OF U.S. TRADEMARKS**

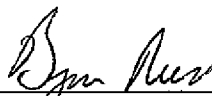
WHEREAS, **WM. BOLTHOUSE FARMS, INC.**, a Michigan corporation, located at 7200 East Brundage Lane, Bakersfield, California 93307 (Assignor), is using and is the owner of the trademarks on Schedule A attached hereto as registered in the United States Patent and Trademark Office;

WHEREAS, **BOLTHOUSE JUICE PRODUCTS, LLC**, a Delaware limited liability company, located at 7200 East Brundage Lane, Bakersfield, California 93307 (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 5<sup>th</sup> day of March, 2010.

**WM. BOLTHOUSE FARMS, INC.**



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

**TRADEMARK  
REEL: 004167 FRAME: 0887**

**SCHEDULE A**

**MARKS**

**APPLICATION/  
REGISTRATION NOS.**

PURE.PURPLE.POWER.	78/830669
THE POWER OF PURPLE	78/830672
BOM DIA (Stylized)	3686456
BOLTHOUSE DO BRASIL LTDA & Design	3532607
CRAFTED BY NATURE, BOTTLED BY BOLTHOUSE	3513605
PERFECTLY PROTEIN	3287016