

Form PTO-1594 (Rev. 01-09)  
OMB Collection 0651-0027 (exp. 02/28/2009)

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies):**

Wm. Bolthouse Farms, Inc.

- Individual(s)
- General Partnership
- Corporation- State: Michigan
- Other \_\_\_\_\_
- Association
- Limited Partnership

Citizenship (see guidelines) \_\_\_\_\_

Additional names of conveying parties attached?  Yes  No

**3. Nature of conveyance /Execution Date(s) :**

Execution Date(s) March 5, 2010

- Assignment
- Security Agreement
- Other SEE DOCUMENT ID NO: 900161677
- Merger
- Change of Name

**2. Name and address of receiving party(ies)**

Additional names, addresses, or citizenship attached?  Yes  No

Name: Bolthouse Juice Products, LLC

Internal

Address: \_\_\_\_\_

Street Address: 7200 East Brundage Lane

City: Bakersfield

State: California

Country: U.S.A. Zip: 93307

- Association Citizenship \_\_\_\_\_
- General Partnership Citizenship \_\_\_\_\_
- Limited Partnership Citizenship \_\_\_\_\_
- Corporation Citizenship \_\_\_\_\_

Other LLC Citizenship Delaware

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

**4. Application number(s) or registration number(s) and identification or description of the Trademark.**

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

3,773,671

Additional sheet(s) attached?  Yes  No

**C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):**

THE POWER OF PURPLE

**5. Name & address of party to whom correspondence concerning document should be mailed:**

Name: Kevin C. Parks

Internal Address: Sulte 4900 - Two Prudential Plaza

Street Address: 180 N. Stetson Avenue

City: Chicago

State: Illinois Zip: 60601-6731

Phone Number: 312-616-5600

Fax Number: 312-616-5700

Email Address: trademarks@leydig.com

**6. Total number of applications and registrations involved:**

1

**7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ -0-**


- Authorized to be charged to deposit account
- Enclosed

**8. Payment Information:**

Deposit Account Number PLEASE NOTE THAT THE

Authorized User Name FEE HAS ALREADY BEEN PAID

**9. Signature:**

  
Signature

May 21, 2010

Date

Kevin C. Parks

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

7

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1460, Alexandria, VA 22304-1460

**TRADEMARK**

**ASSIGNMENT OF U.S. TRADEMARKS**


WHEREAS, Wm. Bolthouse Farms, Inc. (Assignor) a Michigan corporation, located at 7200 East Brundage Lane, Bakersfield, California 93307, is using and is the owner of U.S. Trademark Registration No. 3,773,671 for the mark "THE POWER OF PURPLE" registered in the United States Patent and Trademark Office;

WHEREAS, Bolthouse Juice Products, LLC (Assignee) a Delaware limited liability company, located at 7200 East Brundage Lane, Bakersfield, California 93307, is desirous of acquiring said mark;

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 mark, together with the goodwill of the business symbolized by said mark and registration thereof, and including all common-law and other rights in said mark, 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 mark 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, nunc pro tunc, to take effect as of the 5<sup>th</sup> day of March, 2010.

WM. BOLTHOUSE FARMS, INC.

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