

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
Esmeralda Farms, Inc.		12/13/2010	CORPORATION: COLOMBIA

RECEIVING PARTY DATA

Name:	Esmeralda Farms, Inc.
Street Address:	1800 N.W. 89th Place
City:	Doral
State/Country:	FLORIDA
Postal Code:	33172
Entity Type:	CORPORATION: FLORIDA

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	3650720	ESMERALDA
Registration Number:	3650721	FUNBUNCH
Registration Number:	3711343	MARDI GRAS
Registration Number:	3800610	DOUBLE TIME
Registration Number:	3800602	FUN TIME
Registration Number:	3804263	ACTIVA
Serial Number:	77724545	GO BANANAS
Serial Number:	85063838	ESMERALDA EXTREME

CORRESPONDENCE DATA

Fax Number: (212)813-9600
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (212) 813-1600
 Email: cboehm@creativity-law.com
 Correspondent Name: Caroline G. Boehm
 Address Line 1: 488 Madison Avenue

OP \$215.00 3650720

900178594

**TRADEMARK
 REEL: 004432 FRAME: 0387**


Address Line 2: 19 FL
Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	ESMAFARM 0023
NAME OF SUBMITTER:	Caroline G. Boehm
Signature:	/CGB/
Date:	12/13/2010

Total Attachments: 2
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TRADEMARK ASSIGNMENT

WHEREAS, Esmeralda Farms, Inc., a corporation incorporated and organized under the laws of Colombia, having an address of 1800 N.W. 89th Place Doral, Florida 33172 (“Assignor”), is the owner of the trademarks detailed below and the corresponding U.S. Registration and Application Serial Numbers (collectively, “the Trademarks”):

Mark	Reg. No. / App. No.	IC and Goods and Services
ESMERALDA	3,650,720	IC 31: flowers
FUNBUNCH	3,650,721	IC 31: flowers
MARDI GRAS and Design 	3,711,343	IC 31: flowers
DOUBLE TIME	3,800,610	IC 31: fresh cut flowers
FUN TIME	3,800,602	IC 31: fresh cut flowers
ACTIVA	3,804,263	IC 31: fresh cut flowers
GO BANANAS	77/724,545	IC 31: fresh cut flowers, namely, roses
ESMERALDA EXTREME	85/063,838	IC 31: fresh cut flowers

WHEREAS, Esmeralda Farms, Inc., a corporation incorporated and organized under the laws of Florida, having an address of 1800 N.W. 89th Place Doral, Florida 33172 (“Assignee”), is desirous of acquiring the right, title and interest in, to and under the Trademarks and the goodwill of the business and concerning the goods and services relating thereto.

NOW, THEREFORE, in consideration of and in exchange for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, as of December 13, 2010, Assignor has sold, assigned, transferred and set over, and does hereby sell, assign, transfer and set over to the Assignee the Trademarks and the goodwill of the business symbolized thereby, the same to be held and enjoyed by Assignee for its own use and enjoyment, and for the

use and enjoyment of its successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor, if the assignment and sale had not been made; together with all claims for damages by reason of past infringement of the Trademark with the right to sue for, and collect the same for its own use and enjoyment, and for use and enjoyment of its successors, assigns or other legal representatives.

ESMERALDA FARMS, INC. (COLOMBIA)

By: Maure Donnelly
Title: Director of Marketing

Dated: December 13, 2010