

**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		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Del Monte Fresh Produce N.A., Inc.		03/15/2011	CORPORATION: FLORIDA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Del Monte International GmbH		
<b>Street Address:</b>	74, Boulevard d'Italie		
<b>City:</b>	Monte-Carlo		
<b>State/Country:</b>	MONACO		
<b>Postal Code:</b>	MC-98000		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: SWITZERLAND		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85248095	MAG	
<b>Serial Number:</b>	85107087	MAG.NIFICENT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(202)659-1559		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(202) 659-6924		
<b>Email:</b>	trademark@dickinsonwright.com		
<b>Correspondent Name:</b>	Nicole M. Meyer		
<b>Address Line 1:</b>	1875 Eye Street, N.W., Suite 1200		
<b>Address Line 2:</b>	Dickinson Wright PLLC		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20006		
<b>ATTORNEY DOCKET NUMBER:</b>	35969-0039		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>			

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**900186679**

**TRADEMARK  
 REEL: 004499 FRAME: 0497**

Address Line 1:  
Address Line 2:  
Address Line 3:  
Address Line 4:

NAME OF SUBMITTER:	Nicole M. Meyer
Signature:	/Nicole M. Meyer/
Date:	03/17/2011
Total Attachments: 2 source=MAG.MAG.nificent-USCanadaAssignments (EXECUTED)#page1.tif source=MAG.MAG.nificent-USCanadaAssignments (EXECUTED)#page2.tif	

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**TRADEMARK ASSIGNMENT**

**ASSIGNMENT** made this 15th day of March, 2011, by and between Del Monte Fresh Produce N.A., Inc. ("Assignor"), a Florida corporation located at 241 Sevilla Avenue, Coral Gables, Florida 33134 and Del Monte International GmbH, a Switzerland limited liability company ("Assignee"), with an address at 74, Boulevard d'Italie, Monte-Carlo - MC 98000 Monaco.

**WHEREAS**, Assignor owns, has adopted and is using the trademarks set forth below (the "Marks"), and owns the below-mentioned applications applied for in connection therewith:

<b><u>MARK</u></b>	<b><u>COUNTRY</u></b>	<b><u>APPLICATION NUMBER</u></b>
MAG.NIFICENT	U.S.	85/107,087
MAG.NIFICENT	Canada	1492483
MAG	U.S.	85/248,095
MAG	Canada	1516202

**WHEREAS**, Assignee is desirous of acquiring the Marks and the goodwill of the business associated therewith, as well as the applications therefor identified above.

**NOW, THEREFORE**, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor conveys, transfers, and assigns to Assignee all its right, title, and interest in and to the Marks and the federal applications therefor as identified above, together with the goodwill of the business symbolized thereby.

Assignor further assigns to Assignee all rights to sue for and receive all damages occurring from past infringing uses of the Mark.

Assignor warrants that to its knowledge it has good and valid title to the Marks, including the applications therefore; that those applications are valid and are not being challenged by any third parties; and that Assignor is not aware of any facts that could render those applications invalid. Assignor agrees that upon request by Assignee, Assignor shall execute all papers, make all rightful oaths, testify on behalf of Assignee and do all other lawful acts necessary to carry out the intent of this Assignment at Assignee's expense and request, as well as provide such other material, information, or assistance as Assignee may consider necessary.

This Assignment shall be binding on the parties, their successors, and/or assigns and all others acting by, through, with, or under their direction, and all those in privity therewith.

**DEL MONTE FRESH PRODUCE N.A., INC.**

Dated: March 15, 2011

\_\_\_\_\_  
 Name: Hani El-Naffy  
 Title: President

State Of Florida )  
 )  
 County Of Miami-Dade )

ss:

**Hani El-Naffy**, being duly sworn, did depose and say this 15th day of March, 2011, that he/she is authorized to execute this Assignment on behalf of said corporation; and that he/she has read and signed the foregoing Assignment and knows and understands the contents thereof.

\_\_\_\_\_  
 Notary Public

My Commission Expires:  
 \_\_\_\_\_

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