

08/15/2011



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7-14-11

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
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| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |
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CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|--------------------------------|----------|----------------|-------------------------|
| VENTURA STRAWBERRY FARMS, INC. | | 07/01/2011 | CORPORATION: CALIFORNIA |

RECEIVING PARTY DATA

| | |
|-----------------|---------------------------------------|
| Name: | ECLIPSE BERRY FARMS, LLC |
| Street Address: | 11812 SAN VINCENTE BLVD STE 250 |
| City: | LOS ANGELES |
| State/Country: | CALIFORNIA |
| Postal Code: | 90049 |
| Entity Type: | LIMITED LIABILITY COMPANY: CALIFORNIA |

PROPERTY NUMBERS Total: 1

| Property Type | Number | Word Mark |
|----------------|----------|-----------------|
| Serial Number: | 74217703 | CAL-FRUIT BRAND |

CORRESPONDENCE DATA

Fax Number: (310)552-0442
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 3105529800
 Email: caitlin@kesslerandkessler.com
 Correspondent Name: Caitlin Curtis
 Address Line 1: 1800 Avenue of the Stars
 Address Line 2: Suite 400
 Address Line 4: Los Angeles, CALIFORNIA 90067

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| NAME OF SUBMITTER: | Caitlin Curtis |
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| Signature: | /Caitlin Curtis/ |
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| Date: | 07/14/2011 |
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Total Attachments: 1
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OP \$40.00 74217703

ASSIGNMENT OF TRADEMARK APPLICATION

WHEREAS, Ventura Strawberry Farms, Inc., a California corporation ("Assignor"), located at 11812 San Vicente Boulevard, Suite 250, Los Angeles, California 90049, holds the ownership interest in and to the rights to the mark discussed in the following application for Federal trademark registration (the "Trademark"):

| | | |
|-----------------|------------|-------------|
| Mark | Serial No. | Filing Date |
| CAL-FRUIT BRAND | 74/217,703 | 11/01/91 |

WHEREAS, Assignor desires to assign the Trademark to Eclipse Berry Farms, LLC, a California limited liability company ("Assignee"), including all of Assignor's interest in the Trademark, including Assignor's rights to said mark, the good will embodied therein and the registration thereof.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor hereby assigns to Assignee all of Assignor's right, title and interest in and to the Trademark, together with the good will of the business symbolized by the mark and the registration thereof.

ASSIGNOR:

VENTURA STRAWBERRY FARMS, INC.,
a California corporation

DATED: July 28, 2011

By: Robert Wiviott
Robert Wiviott, Chairman

ASSIGNEE:

ECLIPSE BERRY FARMS, LLC,
a California limited liability company

DATED: July 28, 2011

By: Robert Wiviott
Its: [Signature]