

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
UBS AG, STAMFORD BRANCH, as Second Lien Collateral Agent		09/13/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	HARRY AND DAVID, as successor by merger to Harry & David Operations Corp. f/k/a Bear Creek Corporation		
Street Address:	2500 South Pacific Highway		
City:	Medford		
State/Country:	OREGON		
Postal Code:	97501		
Entity Type:	CORPORATION: OREGON		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	73102365	BEAR CREEK	
Serial Number:	71138536	BEAR CREEK	
Serial Number:	75197264	BEAR CREEK GARDENS	
CORRESPONDENCE DATA			
Fax Number:	(404)815-2424		
Phone:	4048152231		
Email:	carolfraser@paulhastings.com		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Correspondent Name:	Carol Fraser, Paralegal		
Address Line 1:	600 Peachtree Street, NE, Suite 2400		
Address Line 2:	Paul Hastings LLP		
Address Line 4:	Atlanta, GEORGIA 30308		
NAME OF SUBMITTER:	Carol Fraser		

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**TRADEMARK
 REEL: 004622 FRAME: 0012**

Signature:	//Carol Fraser//
Date:	09/13/2011
Total Attachments: 3 source=H&D Termination of Security Interest in Trademarks - Reel 2880 Frame 0971#page1.tif source=H&D Termination of Security Interest in Trademarks - Reel 2880 Frame 0971#page2.tif source=H&D Termination of Security Interest in Trademarks - Reel 2880 Frame 0971#page3.tif	

TERMINATION OF SECURITY INTEREST IN TRADEMARKS

This **TERMINATION OF SECURITY INTEREST IN TRADEMARKS**, dated as of September 13, 2011, is made by UBS AG, Stamford Branch, as Second Lien Collateral Agent (the "Secured Party").

WHEREAS, HARRY AND DAVID, an Oregon corporation (as successor by merger to Harry & David Operations Corp., a Delaware corporation, formerly known as Bear Creek Corporation) (the "Grantor") has granted a security interest in certain personal property to the Secured Party, including without limitation a security interest in certain trademarks, trademark applications, and/or trademark licenses ("Trademarks");

WHEREAS, the security interest granted to the Secured Party was recorded at the United States Patent and Trademark Office on June 24, 2004 at Reel 2880 and Frame 0971; and

WHEREAS, the Secured Party has agreed to terminate and release its security interest in all of such Trademarks, including, without limitation, the Trademarks identified on Schedule A attached hereto.

NOW, THEREFORE, for valuable consideration, the Secured Party hereby terminates and releases all mortgages, liens, and security interests granted to the Secured Party:

1. all of the Grantor's Trademarks to which the Grantor is a party including those referred to on Schedule A attached hereto;
2. all goodwill of the business connected with the use of, and symbolized by, each Trademark; and
3. all products and proceeds of the foregoing, including, without limitation, any claim by the Grantor against third parties for past, present or future (i) infringement or dilution of any Trademark or (ii) injury to the goodwill associated with any Trademark.

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IN WITNESS WHEREOF, the Secured Party has caused this Termination of Security Interest in Trademarks to be duly executed as of the date first set forth above.

SECURED PARTY:

UBS AG, STAMFORD BRANCH, as Second Lien
Collateral Agent

By: Mary E. Evans
Name: Mary E. Evans
Title: Associate Director
Banking Products
Services. US

By: Irja R. Otsa
Name: Irja R. Otsa
Title: Associate Director
Banking Products
Services. US

SCHEDULE A - REEL 2880/FRAME 0971

Mark Name	Description	Filing Date	App. No.	Reg. Date	Reg. No.	Renewal
BEAR CREEK	retail and mail order services of fruit, plant and gift items	10/7/1976	73/102,365	5/8/1979	1,117,905	5/8/2009
BEAR CREEK	fresh deciduous fruits	10/20/1920	71/138,536	7/5/1921	144,343	7/5/2011
BEAR CREEK GARDENS	—	11/13/1996	75/197,264	11/05/199 7	2,116,028	—