

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
Del Monte B.V.		01/12/2012	CORPORATION: NETHERLANDS
RECEIVING PARTY DATA			
Name:	Del Monte International GmbH		
Street Address:	74, Boulevard d'Italie		
City:	Monte-Carlo		
State/Country:	MONACO		
Postal Code:	MC 98000		
Entity Type:	LIMITED LIABILITY COMPANY: SWITZERLAND		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2533502	FRUITS.COM	
Registration Number:	2511298	FRUITS.COM	
CORRESPONDENCE DATA			
Fax Number:	(212)218-2200		
Email:	rapter@fchs.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:	Edward E. Vassallo		
Address Line 1:	1290 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10104-3800		
DOMESTIC REPRESENTATIVE			
Name:	Edward E. Vassallo		
Address Line 1:	1290 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10104-3800		
NAME OF SUBMITTER:	Attorney for Registrant, NY Bar Member		
TRADEMARK			

CH \$65.00 2533502

Signature:	/Jessica Hiney/
Date:	01/19/2012
Total Attachments: 2 source=Assignment Del Monte Fruits#page1.tif source=Assignment Del Monte Fruits#page2.tif	

TRADEMARK ASSIGNMENT

ASSIGNMENT made this 6th day of January, 2012, by and between Del Monte B.V. ("Assignor"), a Netherlands corporation located at c/o Del Monte Fresh Produce Company 241 Sevilla Avenue, Penthouse, 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 registrations:

<u>MARK</u>	<u>COUNTRY</u>	<u>REGISTRATION NUMBER</u>
FRUITS.COM & DESIGN	U.S.	2533502
FRUITS.COM	U.S.	2511298

WHEREAS, Assignee is desirous of acquiring the Marks and the goodwill of the business associated therewith, as well as the registrations 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 registrations 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 Marks.

Assignor warrants that to its knowledge it has good and valid title to the Marks, including the applications therefore; that the registrations are valid and are not being challenged by any third parties; and that Assignor is not aware of any facts that could

render those registrations 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 B.V.

Dated: January 12, 2012


Name: Hani El-Naffy
Title: President

RB

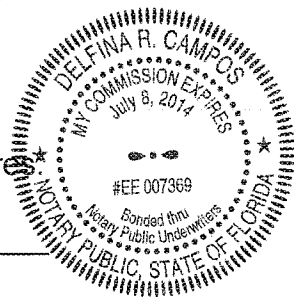
State Of Florida)


) ss:

County Of Miami-Dade County)

Hani El-Naffy, being duly sworn, did depose and say this 12h day of January, 2012, that he is authorized to execute this Assignment on behalf of said corporation; and that he has read and signed the foregoing Assignment and knows and understands the contents thereof.

My Commission Expires




Delfina R. Campos
Notary Public, State of Florida