

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
General Electric Capital Corporation		01/28/2005	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Peet's Coffee and Tea, Inc.
Street Address:	1400 Park Avenue
City:	Emeryville
State/Country:	CALIFORNIA
Postal Code:	64608
Entity Type:	CORPORATION: WASHINGTON

Name:	Peet's Operating Company, Inc.
Street Address:	1400 Park Avenue
City:	Emeryville
State/Country:	CALIFORNIA
Postal Code:	64608
Entity Type:	CORPORATION: WASHINGTON

Name:	Peet's Trademark Company, Inc.
Street Address:	1400 Park Avenue
City:	Emeryville
State/Country:	CALIFORNIA
Postal Code:	64608
Entity Type:	CORPORATION: WASHINGTON

PROPERTY NUMBERS Total: 31

Property Type	Number	Word Mark
Registration Number:	1061798	GARUDA BLEND
Registration Number:	945867	MAJOR DICKASON'S BLEND

CH \$790.00 1061798

Registration Number:	1496949	P PEET'S
Registration Number:	955285	PEET'S COFFEE TEA & SPICES
Registration Number:	1818311	PEET'S COFFEE + TEA
Registration Number:	955284	PEET'S
Registration Number:	1500867	PEET'S
Registration Number:	2295386	BLEND 101
Registration Number:	2310873	PEET'S DEEP-ROAST
Registration Number:	2331751	PEET'S DEEP-ROASTED
Registration Number:	2355383	PRIDE OF THE PORT
Registration Number:	2219016	SIERRA DORADA BLEND
Registration Number:	2352103	SUMMER HOUSE
Serial Number:	75679535	MADURO BLEND
Serial Number:	75692034	PEET'S COFFEE OF CALIFORNIA
Serial Number:	75607850	PEET'S DEEP-ROASTING
Serial Number:	75688760	PEETS.COM
Serial Number:	75894752	PUMPHREY'S BLEND
Serial Number:	75486820	TOP BLEND
Serial Number:	75496603	VINE STREET BLEND
Serial Number:	75787128	XIAO'S BLEND
Serial Number:	76030395	ALFREDPEET.COM
Serial Number:	76030394	DEEPROASTED.COM
Serial Number:	76030393	EXPRESSBEANS.COM
Serial Number:	76030399	FRESHESTCOFFEE.COM
Serial Number:	76033453	FRESHPEETS.COM
Serial Number:	76030825	ONLYFRESHCOFFEE.COM
Serial Number:	76072468	GAIA ORGANIC BLEND
Serial Number:	76033251	PEETSBEANS.COM
Serial Number:	76032845	ROASTEDTODAY.COM
Serial Number:	75939942	COFFEE CALENDAR

CORRESPONDENCE DATA

Fax Number: 9177777373

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 212-735-3000

Email: andrew.patrick@skadden.com

TRADEMARK
REEL: 004853 FRAME: 0610

Correspondent Name: Skadden Arps Slate Meagher & Flom
Address Line 1: Four Times Square
Address Line 2: Attn: Rebecca Rodal, Esq.
Address Line 4: New York, NEW YORK 10036

ATTORNEY DOCKET NUMBER:	153780/2
NAME OF SUBMITTER:	Rebecca Rodal
Signature:	/Rebecca Rodal/
Date:	08/31/2012

Total Attachments: 10
source=Peet's#page1.tif
source=Peet's#page2.tif
source=Peet's#page3.tif
source=Peet's#page4.tif
source=Peet's#page5.tif
source=Peet's#page6.tif
source=Peet's#page7.tif
source=Peet's#page8.tif
source=Peet's#page9.tif
source=Peet's#page10.tif

**ASSIGNMENT AND RELEASE OF
PATENT, TRADEMARK AND COPYRIGHT SECURITY AGREEMENT**

WHEREAS, pursuant to that certain Patent, Trademark and Copyright Security Agreement dated as of September 1, 2000, by Peet's Coffee and Tea, Inc., formerly known as Peet's Companies, Inc., a Washington corporation, Peet's Operating Company, Inc., formerly known as Peet's Coffee and Tea, Inc., a Washington corporation, and Peet's Trademark Company, Inc., a Washington corporation (are collectively referred to herein as "Assignors" and each an "Assignor"), in favor of General Electric Capital Corporation, a Delaware corporation ("Lender"), which was recorded with the United States Patent and Trademark Office on September 11, 2000, at Reel 002163, Frame 0689, each Assignor granted to Lender a security interest in and lien on all of such Assignor's interest in and to the Intellectual Property Collateral as defined therein, including without limitation, (1) those Trademarks and Trademark Licenses as defined therein, (2) those Patents and Patent Licenses as defined therein, and (3) those Copyrights and Copyright Licenses as defined therein, all as more particularly described on the attached Schedule A, made a part hereof;

WHEREAS, Lender desires to release its security interest in and lien on the Intellectual Property Collateral;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Lender does hereby release its security interest in and lien on the Intellectual Property Collateral and reassigns to each Assignor, without representation or warranty, express or implied, and without recourse, all right, title and interest of Lender in and to such Assignor's interest in the Intellectual Property Collateral.

Dated: January 28, 2005

GENERAL ELECTRIC CAPITAL CORPORATION

By: *Eugene Seip*
Name: *Eugene Seip*
Duly Authorized Signatory

SCHEDULE A
to
ASSIGNMENT AND RELEASE OF PATENT, TRADEMARK AND
COPYRIGHT SECURITY AGREEMENT

(PART A)

PATENTS

None

(PART B)

TRADEMARKS

1. FEDERAL TRADEMARKS

DESCRIPTION	APPLICATION NO.	REGISTRATION NO.	APPLICATION DATE	REGISTRATION DATE
Garuda Blend	73-090,372	1,061,798	06/14/76	03/22/77
Major Dickason's Blend	72-397,592	945,867	07/16/71	10/24/72
Peet's Mug and Design	73-685,492	1,496,949	09/21/87	07/19/88
Peet's Coffee Tea & Spices and Design	73-397,593	955,285	07/16/71	03/13/73
Peet's Coffee + Tea	74-302,214	1,818,311	08/05/92	01/25/94
Peet's	72-397,590	955,284	07/16/71	03/13/73
Peet's	73-685,493	1,500,867	09/21/87	08/16/88
Blend 101	75-486,819	2,295,386	05/19/98	11/30/99
Peet's Deep-Roast	75-518,496	2,310,873	07/14/98	01/25/00
Peet's Deep-Roasted	75-607,252	2,331,751	12/16/98	03/21/00
Pride of the Port	75-795,888	2,355,383	09/09/99	06/06/00
Sierra Dorada Blend	75-447,887	2,219,016	03/10/98	10/27/98
Summer House	75-796,194	2,352,103	09/09/99	05/23/00
Maduro Blend	75-679,535	PENDING	04/09/99	PENDING
Peet's Coffee of	75-692,034	PENDING	04/26/99	PENDING

DESCRIPTION	APPLICATION NO.	REGISTRATION NO.	APPLICATION DATE	REGISTRATION DATE
California				
Peet's Deep-Roasting	75-607,850	PENDING	12/16/98	PENDING
Peet's.Com	75-688,760	PENDING	04/22/99	PENDING
Pumphrey's Blend	75-894,752	PENDING	01/12/00	PENDING
Top Blend	75-486,820	PENDING	05/19/98	PENDING
Vine Street Blend	75-496,603	PENDING	06/05/98	PENDING
Xiao's Blend	75-787,128	PENDING	08/27/99	PENDING
Alfredpeet.Com	76-030,395	PENDING	04/20/00	PENDING
Deeproasted.com	76-030,394	PENDING	04/20/00	PENDING
Expressbeans.com	76-030,393	PENDING	04/20/00	PENDING
Freshestcoffee.com	76-030,399	PENDING	04/20/00	PENDING
Freshpeets.com	76-033,453	PENDING	04/20/00	PENDING
Onlyfreshcoffee.com	76-030,825	PENDING	04/20/00	PENDING
Gaia Organic Blend	76-072468	PENDING	06/19/00	PENDING
Peetsbeans.com	76-033,251	PENDING	04/20/00	PENDING
Roastedtoday.com	76-032,845	PENDING	04/20/00	PENDING
Coffee Calendar	75-939,942	PENDING	03/09/00	PENDING

2. FOREIGN TRADEMARKS

COUNTRY	DESCRIPTION	APPLICATION NO.	REGISTRATION NO.	APPLICATION OR REGISTRATION DATE
Argentina	Peet's	2211214		03/31/99
Argentina	Peet's	2211215		03/31/99
Argentina	Peet's Coffee & Tea	2211212		03/31/99
Argentina	Peet's Coffee & Tea	2211213		03/31/99
Argentina	Peet's Coffee of California	2211216		03/31/99
Argentina	Peet's Coffee of California	2211217		03/31/99
Argentina	Peet's P and	2211210		03/31/99

COUNTRY	DESCRIPTION	APPLICATION NO.	REGISTRATION NO.	APPLICATION OR REGISTRATION DATE
	sunburst design			
Argentina	Peet's P and sunburst design	2211211		03/31/99
Australia	Peet's	809946		10/11/99
Australia	Peet's Coffee & Tea 9	809943		10/11/99
Australia	Peet's Coffee of California	809944		10/11/99
Australia	Peet's P and sunburst design	809945		10/11/99
Brazil	Peet's	821567136		04/22/99
Brazil	Peet's	821567152		04/22/99
Brazil	Peet's	832567144		04/22/99
Brazil	Peet's Coffee & Tea	821567276		04/22/99
Brazil	Peet's Coffee & Tea	821567292		04/22/99
Brazil	Peet's Coffee & Tea	821567284		04/22/99
Brazil	Peet's Coffee of California	821567160		04/22/99
Brazil	Peet's Coffee of California	821567187		04/22/99
Brazil	Peet's Coffee of California	821567179		04/22/99
Brazil	Peet's P and sunburst design	821567241		04/22/99
Brazil	Peet's P and sunburst design	821567268		04/22/99
Brazil	Peet's P and sunburst design	821567250		04/22/99
Canada	Peet's	750846	465933	Application: 03/29/94 Registration: 11/08/96
Canada	Peet's & mug	767729	466696	Application: 11/03/94 Registration:

COUNTRY	DESCRIPTION	APPLICATION NO.	REGISTRATION NO.	APPLICATION OR REGISTRATION DATE
	design			11/29/96
Canada	Peet's Coffee & Tea	767728		11/03/94
Canada	Peet's Coffee of California	1007685		03/08/99
Canada	Peet's P and sunburst design	1007068		03/02/99
Chile	Peet's	464901		10/22/99
Chile	Peet's	464902		10/22/99
Chile	Peet's	464903		10/22/99
Chile	Peet's Coffee and Tea	464904		10/22/99
Chile	Peet's Coffee of California	464905		10/22/99
Chile	Peet's Coffee of California	464906		10/22/99
Chile	Peet's P and sunburst design	464899		10/22/99
Chile	Peet's P and sunburst design	464900		10/22/99
China	Peet's	9900042541		04/23/99
China	Peet's	9900042542		04/23/99
China	Peet's	9900042543		04/23/99
China	Peet's Coffee & Tea	9900042547		04/23/99
China	Peet's Coffee & Tea	9900042548		04/23/99
China	Peet's Coffee & Tea	9900042549		04/23/99
China	Peet's Coffee of California	9900042552		04/23/99
China	Peet's Coffee of California	9900042553		04/23/99
China	Peet's Coffee of California	9900042554		04/23/99

COUNTRY	DESCRIPTION	APPLICATION NO.	REGISTRATION NO.	APPLICATION OR REGISTRATION DATE
China	Peet's P and sunburst design	9900042544		04/23/99
China	Peet's P and sunburst design	9900042545		04/23/99
China	Peet's P and sunburst design	9900042546		04/23/99
Colombia	Peet's	99013472		03/04/99
Colombia	Peet's	99013475		03/04/99
Colombia	Peet's	99013477		03/04/99
Colombia	Peet's Coffee & Tea	99015144		03/11/99
Colombia	Peet's Coffee & Tea	99015147		03/11/99
Colombia	Peet's Coffee & Tea	99015145		03/11/99
Colombia	Peet's Coffee of California	99019186		03/30/99
Colombia	Peet's Coffee of California	99019185		03/30/99
Colombia	Peet's P and sunburst design	99013473		03/04/99
Colombia	Peet's P and sunburst design	99013474		03/04/99
European Community	Peet's Coffee & Tea	1083401		02/22/99
European Community	Peet's	1075589		02/15/99
European Community	Peet's Coffee of California	1077567		03/08/99
European Community	Peet's P and sunburst design	1092204		03/02/99
Hong Kong	Peet's	1959/1999	2217/2000	Application: 02/15/99 Registration: 02/02/00
Hong Kong	Peet's	1960/1999	4833/2000	Application: 02/15/99 Registration:

COUNTRY	DESCRIPTION	APPLICATION NO.	REGISTRATION NO.	APPLICATION OR REGISTRATION DATE
				02/02/00
Hong Kong	Peet's	6672/1999	3600/2000	Application: 05/25/99 Registration: 02/29/00
Hong Kong	Peet's Coffee & Tea	3311/1999	4834/2000	Application: 03/18/99 Registration: 03/27/00
Hong Kong	Peet's Coffee & Tea	3312/1999	4835/2000	Application: 03/18/99 Registration: 03/27/00
Hong Kong	Peet's Coffee of California	2734/1999		03/08/99
Hong Kong	Peet's Coffee of California	2735/1999		03/08/99
Hong Kong	Peet's P and sunburst design	2508/1999	1517/2000	Application: 03/02/99 Registration: 01/24/00
Hong Kong	Peet's P and sunburst design	2509/1999		03/02/99
Japan	Peet's	33617/94	4045957	Application: 04/04/94 Registration: 08/22/97
Japan	Peet's	33618/94	4024777	Application: 04/04/94 Registration: 07/11/97
Japan	Peet's		2663026	
Japan	Peet's (in Katakana)	33619/94	4111130	Application: 04/04/94 Registration: 02/06/98
Japan	Peet's (in Katakana)	33620/94	4024778	Application: 04/04/94 Registration: 07/11/97
Japan	Peet's Coffee of California	11-25016		03/19/99
Japan	Peet's P and sunburst design	11-25015	4377049	Application: 03/19/99 Registration: 04/14/00

COUNTRY	DESCRIPTION	APPLICATION NO.	REGISTRATION NO.	APPLICATION OR REGISTRATION DATE
Korea, South	Peet's	99-539		03/10/99
Korea, South	Peet's Coffee & Tea	99-540		03/10/99
Korea, South	Peet's Coffee of California	99-542		03/10/99
Korea, South	Peet's P and sunburst design	99-541		03/10/99
Paraguay	Peet's	2504-99		02/16/99
Paraguay	Peet's	2503-99		02/16/99
Paraguay	Peet's Coffee & Tea	3227-1999		02/24/99
Paraguay	Peet's Coffee & Tea	3228-1999		02/24/99
Paraguay	Peet's Coffee of California	11883-1999		06/10/99
Paraguay	Peet's Coffee of California	11884-1999		06/10/99
Paraguay	Peet's P and sunburst design	3890-1999		03/05/99
Paraguay	Peet's P and sunburst design	3889-1999		03/05/99
Philippines	Peet's Coffee & Tea	4-1999-01288		02/23/99
Philippines	Peet's	4-1999-01046		02/15/99
Philippines	Peet's Coffee of California	4-1999-01589		03/08/99
Philippines	Peet's P and sunburst design	4-1999-01463		03/02/99
Singapore	Peet's	T99/02128Z		03/04/99
Singapore	Peet's	T99/02129H		03/04/99
Singapore	Peet's	T99/02130A		03/04/99
Singapore	Peet's Coffee & Tea	T99/02125E	T99/02125E	Application: 03/04/99 Registration: 03/04/99
Singapore	Peet's Coffee	T99/02126C		03/04/99

COUNTRY	DESCRIPTION	APPLICATION NO.	REGISTRATION NO.	APPLICATION OR REGISTRATION DATE
	& Tea			
Singapore	Peet's Coffee & Tea	T99/02127A		03/04/99
Singapore	Peet's Coffee of California	T99/03145E	T99/03145E	Application: 03/27/99 Registration: 03/27/99
Singapore	Peet's Coffee of California	T99/03146C		03/27/99
Singapore	Peet's Coffee of California	T99/03147A		03/27/99
Singapore	Peet's P and sunburst design	T99/02153J		03/05/99
Singapore	Peet's P and sunburst design	T99/02154I		03/05/99
Singapore	Peet's P and sunburst design	T99/02155G		03/05/99
Taiwan, Province of China	Peet's	88-007666	883155	Application: 02/05/99 Registration: 02/01/00
Taiwan, Province of China	Peet's	88-007667		02/05/99
Taiwan, Province of China	Peet's Coffee & Tea	88-007670		02/25/99
Taiwan, Province of China	Peet's Coffee & Tea	88-007671		02/25/99
Taiwan, Province of China	Peet's Coffee of California	88-010115		03/10/99
Taiwan, Province of China	Peet's Coffee of California	88-010116		03/10/99
Taiwan, Province of China	Peet's P and sunburst design	88-009663	887244	Application: 03/08/99 Registration: 03/16/00

COUNTRY	DESCRIPTION	APPLICATION NO.	REGISTRATION NO.	APPLICATION OR REGISTRATION DATE
Taiwan, Province of China	Peet's P and sunburst design	88-009664		03/08/99
Thailand	Peet's	395677		08/23/99
Thailand	Peet's	395678		08/23/99
Thailand	Peet's Coffee & Tea	395681		08/23/99
Thailand	Peet's Coffee & Tea	395682		08/23/99
Thailand	Peet's Coffee of California	395683		08/23/99
Thailand	Peet's Coffee of California	395684		08/23/99
Thailand	Peet's P and sunburst design	395679		08/23/99
Thailand	Peet's P and sunburst	395680		08/23/99

(PART C)

COPYRIGHTS

None