

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
Healds Valley Farms, Inc.		11/14/2012	CORPORATION: TEXAS

RECEIVING PARTY DATA

Name:	Paramount Citrus LLC
Street Address:	11444 W. Olympic Blvd., 10th Floor
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90064
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Registration Number:	3456122	LONE STAR
Registration Number:	0836849	RIO SUN
Registration Number:	0948751	RIO GRANDE RIVER BRAND ZAPATA RIO GRAND CITY MISSION BROWNSVILLE MEXICO

CORRESPONDENCE DATA

Fax Number: 3109665758
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 310-966-5726
 Email: lpowell@roll.com
 Correspondent Name: Roll Law Group P.C.
 Address Line 1: Attn: LaTunda Powell, Trademark Administ
 Address Line 2: 11444 W. Olympic Blvd., 10th Floor
 Address Line 4: Los Angeles, CALIFORNIA 90064

ATTORNEY DOCKET NUMBER:	119484
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CH \$90.00 3456122

NAME OF SUBMITTER:	LaTunda Powell, Trademark Administrator
Signature:	/LaTunda Powell/
Date:	11/14/2012
Total Attachments: 3 source=US TM Assignment HVF To PC LLC#page1.tif source=US TM Assignment HVF To PC LLC#page2.tif source=US TM Assignment HVF To PC LLC#page3.tif	

U.S. TRADEMARK ASSIGNMENT

THIS U.S. TRADEMARK ASSIGNMENT (this "Assignment") is entered into as of November 14, 2012, by and between Healds Valley Farms, Inc., a Texas corporation ("Assignor"), and Paramount Citrus LLC, a Delaware limited liability company with a principal place of business of 11444 West Olympic Blvd., 10th Floor, Los Angeles, California 90064, USA ("Assignee").

WHEREAS, Assignor is the owner of the Marks (as defined below);

WHEREAS, Assignor desires to assign and transfer to Assignee, and Assignee desires to acquire from Assignor, the whole right, title and interest held by Assignor in and to the Marks, together with the goodwill associated therewith; and

WHEREAS, the parties desire to effectuate the terms of the assignment and transfer of the Marks in a writing that can be filed with the United States Patent and Trademark Office;

NOW THEREFORE, in consideration of the foregoing, Assignor hereby assigns and transfers to Assignee:

1. All right, title and interest held by Assignor in and to the business names, trade names, trademarks and/or service marks, and the applications and/or registrations therefor, and all common law rights thereto, listed in Exhibit A attached hereto and incorporated by this reference (hereinafter collectively referred to as the "Marks");

2. The goodwill of the on-going and existing business connected with the use of and symbolized by the Marks, as part of the transfer of all on-going and existing business to which the Marks pertain, and including all associated artwork, labels and package designs and other assets that uniquely reflect the Marks; and

3. All rights to damages or profits, due or to become due, accrued or to accrue, arising out of past, present or future infringement of said Marks or injury to said goodwill, together with the right to sue or recover the same in Assignee's name.

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IN WITNESS WHEREOF, the undersigned have executed this Assignment in one or more counterparts, each of which shall be deemed an original and all of which taken together shall constitute one and the same instrument.

ASSIGNOR:

Healds Valley Farms, Inc.,
a Texas corporation

By: 
Name: Craig B. Cooper
Title: Senior Vice President

ASSIGNEE:

Paramount Citrus LLC,
a Delaware limited liability company

By: 
Name: Craig B. Cooper
Title: Manager

EXHIBIT A

MARKS

Country	Trademark	Application Number	Application Date	Registration Number	Registration Date
US	LONESTAR	76678225	14-JUN-2007		
US	LONE STAR	76678226	14-JUN-2007	3456122	01-JUL-2008
US	HEALDS PRIDE & Design	73770318	19-DEC-1988	1549417	25-JUL-1989
US	HEALDS VALLEY FARMS & Design	73707398	25-JAN-1988	1504207	13-SEP-1988
US	RIO GRANDE RIVER BRAND ZAPATA RIO GRAND CITY MISSION BROWNSVILLE MEXICO & Design	72405385	18-OCT-1971	0948751	12-DEC-1972
US	RIO SUN	72255220	27-SEP-1966	0836849	10-OCT-1967

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