

## 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
Ocean Choice International L.P.		11/21/2012	LIMITED PARTNERSHIP: CANADA
RECEIVING PARTY DATA			
Name:	Darden Concepts, Inc.		
Street Address:	1000 Darden Center Drive		
Internal Address:	Intellectual Property Law		
City:	Orlando		
State/Country:	FLORIDA		
Postal Code:	32837		
Entity Type:	CORPORATION: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4299927	SEE FOOD DIFFERENTLY	
CORRESPONDENCE DATA			
Fax Number:	3125548015		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	(312) 554-8000		
Email:	kep@pattishall.com		
Correspondent Name:	Belinda J. Scrimenti		
Address Line 1:	311 S. Wacker Drive, Suite 5000		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	1011-003-00107		
NAME OF SUBMITTER:	Belinda J. Scrimenti		
Signature:	/Belinda J. Scrimenti/		

CH \$40.00 4299927

Date:

04/09/2013

**Total Attachments: 3**

source=Trademark assignment SEE FOOD DIFFERENTLY Agreement#page1.tif

source=Trademark assignment SEE FOOD DIFFERENTLY Agreement#page2.tif

source=Trademark assignment SEE FOOD DIFFERENTLY Agreement#page3.tif

## ASSIGNMENT OF MARKS

WHEREAS, Ocean Choice International L.P. ("Ocean Choice"), a Newfoundland and Labrador limited partnership with a principal place of business at 1315 Topsail Rd, PO Box 8274, Station A, St. John's, NL Canada A1B 3N4, is the owner of pending applications and registrations for the mark SEA FOOD DIFFERENTLY and variations thereof in the jurisdictions listed in the attached Schedule A;

WHEREAS, Darden Concepts, Inc. ("Darden"), a corporation organized under the laws of Florida with its principal place of business at 1000 Darden Center Drive, Orlando, FL 328375900 Lake Ellenor Drive, Orlando, Florida 32859-3330, is desirous of acquiring said marks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Ocean Choice does hereby sell, assign, transfer and convey unto Darden all of its worldwide right, title and interest in and to the marks on the attached Schedule A, together with the goodwill of the business symbolized by the marks, the pending applications and registrations thereof, all licenses or other permissions granted by Ocean Choice to third parties in respect thereof, all rights to recover for damages and profits and all other remedies and causes of action for infringement, and any and all other rights of Ocean Choice held and enjoyed by it for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives, at common law and/or to the end of the terms

EXHIBIT 2

**TRADEMARK**  
**REEL: 005001 FRAME: 0541**



SCHEDULE A

Country	Trademark	App. No.	Filing Date	Reg. No.	Reg. Date	Int. Cl
U.S. Federal	SEE FOOD DIFFERENTLY	85292657	April 12, 2011			29
Canada	SEE FOOD DIFFERENTLY (Stylized)	150045300	Oct. 20, 2010			
Community Trademarks	SEE FOOD differently	9896325	April 14, 2011	9896325	Oct. 21, 2011	29, 30
China	SEEFOODDIFFERENTLY	10027786	Sept. 30, 2011			29
Hong Kong	SEE FOOD differently	301894348	April 20, 2011	301894348	April 20, 2011	29
Japan	SEE FOOD DIFFERENTLY	2011-027555	April 19, 2011	5443436	Oct. 7, 2011	29, 30, 31
Malaysia	SEE FOOD differently	2011007182	April 20, 2011			29
Philippines	SEE FOOD DIFFERENTLY	42011004596	April 19, 2011			29
Singapore	see food differently	T1105115C	April 19, 2011	T1105115C	Aug. 29, 2011	29, 30
South Korea	SEE FOOD DIFFERENTLY	40-2011-0021372	April 20, 2011			29, 30
Thailand	SEE FOOD DIFFERENTLY	803334	April 20, 2011			29
Vietnam	SEE FOOD differently	4201107274	April 20, 2011			29