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: | 000 Darden Center Drive | | |
| Internal Address: | itellectual 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

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

via US Mail.

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/ |
| | TRADEMARK |

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| Date: | 04/09/2013 |
|---|---------------------------------|
| Total Attachments: 3 source=Trademark assignment SEE FOOD source=Trademark assignment SEE FOOD source=Trademark assignment SEE FOOD | DIFFERENTLY Agreement#page2.tif |

TRADEMARK REEL: 005001 FRAME: 0540 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

for which the registration or any application in any jurisdiction of the mark SEE FOOD DIFFERENTLY may be granted, or renewed, as fully and entirely as the same would have been held and enjoyed by Ocean Choice if this assignment had not been made.

OCEAN CHOICE INTERNATIONAL L.P.

| Dated: <u>Nev 21</u> , 2012 | By its General Partner, 55104 Newfoundland & Labrador Inc. By name Name Solling Officer title Chief Operating Officer | | | | |
|-------------------------------------|--|--|--|--|--|
| Province of Newfoundland & Labrador |)) SS: | | | | |
| Canada | | | | | |

On this 21 day of November, 2012, before me personally came Solver, known or shown to me by identification, who acknowledged that he/she is the And And And Track of 55104 Newfoundland & Labrador Inc., the General Partner of Ocean Choice International L.P., a limited partnership of the Province of Newfoundland & Labrador, the assignor abovenamed, and that he/she executed the foregoing instruments as his/her free act on behalf of said assignor and pursuant to authority on behalf of Ocean Choice International L.P. duly received.

Notary Public

SCHEDULE A

| Country | Trademark | Арр. №. | Filing Date | Reg. No. | Reg. Date | Int. CI |
|-------------------------|---------------------------------|-----------------|----------------|-----------|----------------|---------------|
| 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 |