

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
A. Lassonde Inc.		01/28/2014	CORPORATION: CANADA

RECEIVING PARTY DATA

Name:	Industries Lassonde Inc.
Street Address:	755 Principale Street
City:	Rougemont, Quebec
State/Country:	CANADA
Postal Code:	J0L1M0
Entity Type:	CORPORATION: CANADA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	85498938	POMME DE COEUR

CORRESPONDENCE DATA

Fax Number: 2029555564
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 202-419-2404
 Email: stephen.jeffries@hklaw.com
 Correspondent Name: Stephen J. Jeffries
 Address Line 1: 800 17th Street NW, Suite 1100
 Address Line 2: Holland & Knight LLP
 Address Line 4: Washington, DISTRICT OF COLUMBIA 20006

DOMESTIC REPRESENTATIVE

Name:
 Address Line 1:
 Address Line 2:
 Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Stephen J. Jeffries

Signature:

/Stephen J. Jeffries/

Date:

01/29/2014

Total Attachments: 1

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TRADEMARK ASSIGNMENT

WHEREAS, A. Lassonde Inc., a corporation organized and existing under the laws of the Canada having an address at 705 Principale Street, Rougemont, Quebec J0L1M0, Canada (hereinafter the "Assignor") is the owner of all right, title and interest in and to the trademark **POMME DE COEUR** (hereinafter the "Mark") and United States Patent and Trademark Office Application Serial No. 85498938 therefor (hereinafter the "Application"); and

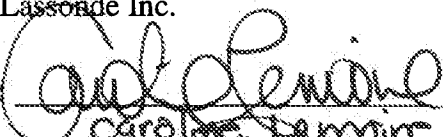
WHEREAS, Industries Lassonde Inc., a corporation organized and existing under the laws of Canada having an address at 755 Principale Street, Rougemont, Quebec J0L1M0, Canada (hereinafter the "Assignee") desires to acquire Assignor's entire right, title and interest in and to the Mark and the Application, together with the goodwill of the business symbolized by and associated with the Mark, and the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Mark or such associated goodwill.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers and sets over to Assignee, without reservation, all of Assignor's right, title and interest in and to the Mark and the Application, the goodwill of the business symbolized by and associated with the Mark, and the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Mark or such associated goodwill, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

This Trademark Assignment, effective as of the later of the signature dates set forth below, shall be binding upon the parties, their successors and/or assigns, and all others acting by, through, with or under their direction, and all those in privity therewith.

A. Lassonde Inc.

By:

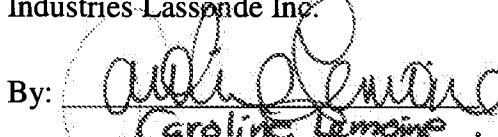

Caroline Lemire
Title: Corporate Secretary

Date:

2014-01-28

Industries Lassonde Inc.

By:


Caroline Lemire
Title: Vice-President Legal Affairs

Date:

2014-01-28

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