

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM317085

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Thomas E Russell		09/12/2014	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Valley Crest Tree Company		
<b>Street Address:</b>	24151 Ventura Blvd		
<b>City:</b>	Calabasas		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	91302		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2001332	SWAN HILL OLIVES	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6508134848		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	650-813-4800		
<b>Email:</b>	patents@dechert.com		
<b>Correspondent Name:</b>	Dechert LLP		
<b>Address Line 1:</b>	2440 W. El Camino Real		
<b>Address Line 2:</b>	Suite 700		
<b>Address Line 4:</b>	Mountain View, CALIFORNIA 94040-1499		
<b>ATTORNEY DOCKET NUMBER:</b>	136836		
<b>NAME OF SUBMITTER:</b>	Joshua Schmidt		
<b>SIGNATURE:</b>	/Joshua Schmidt/		
<b>DATE SIGNED:</b>	09/16/2014		
<b>Total Attachments: 2</b>			
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ASSIGNMENT OF TRADEMARKS

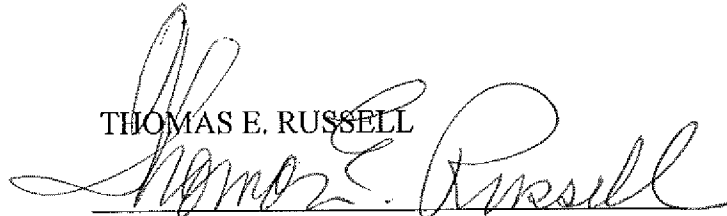
WHEREAS THOMAS E. RUSSELL ("Assignor"), an individual having an address at 5101 E. Cloud Road, Cave Creek, Arizona 85331, holds of record the trademarks (the "Trademarks") set forth in the attached Exhibit A.

WHEREAS VALLEY CREST TREE COMPANY ("Assignee"), a California corporation, has acquired from Assignor the Trademarks, and the goodwill of the business symbolized by the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, and intending to be legally bound, Assignor hereby assigns, conveys and transfers to Assignee all right, title and interest in and to the Trademarks and the goodwill of the business symbolized by the Trademarks, to be held and enjoyed by Assignee for its own use and benefit and for its successors and assigns as the same would have been held by Assignor had this assignment not been made.

Dated: September 12, 2014

THOMAS E. RUSSELL

A handwritten signature in cursive script, appearing to read "Thomas E. Russell", written over a horizontal line.

**Exhibit A**

*U.S. Trademark Registrations*

<b><u>Mark</u></b>	<b><u>Registration No.</u></b>	<b><u>Reg. Date</u></b>
SWAN HILL OLIVES	2001332	September 25, 1996