

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM413498

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bolthouse Juice Products, LLC		01/23/2017	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Wm. Bolthouse Farms, Inc.		
Street Address:	7200 East Brundage Lane		
City:	Bakersfield		
State/Country:	CALIFORNIA		
Postal Code:	93307		
Entity Type:	Corporation: MICHIGAN		
PROPERTY NUMBERS Total: 14			
Property Type	Number	Word Mark	
Serial Number:	87004188	BOLTHOUSE FARMS MAIO	
Serial Number:	87024878	1 9 5	
Serial Number:	86670516	BOLTHOUSE FARMS C-BOOST	
Serial Number:	85062360	COCONUT SPLASH	
Serial Number:	85817649	BOLTHOUSE FARMS MULTI-V GOODNESS	
Serial Number:	85645932	PROTEIN PLUS	
Serial Number:	78736810	PERFECTLY PROTEIN	
Serial Number:	78981358	THE POWER OF PURPLE	
Serial Number:	78478574	BLUE GOODNESS	
Serial Number:	78311026	GREEN GOODNESS	
Serial Number:	78311018	PERFECTLY PROTEIN	
Serial Number:	77648412	PURELY CHOCOLATE	
Serial Number:	77406488	AMAZING MANGO	
Serial Number:	76387963	VEDGE	
CORRESPONDENCE DATA			
Fax Number:	6126324444		
<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>			

CH \$365.00 87004188

Phone: 612-632-3357
Email: ipmail@gpmlaw.com
Correspondent Name: Jennifer C. Debrow - Gray Plant Mooty
Address Line 1: 80 South Eighth Street
Address Line 2: 500 IDS Center
Address Line 4: Minneapolis, MINNESOTA 55402

NAME OF SUBMITTER: Jennifer C. Debrow

SIGNATURE: /Jennifer C. Debrow/

DATE SIGNED: 01/25/2017

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Trademark Assignment, between Bolthouse Juice Products, LLC, a Delaware limited liability company located at 7200 East Brundage Lane, Bakersfield, California 93307 (“**Assignor**”), and Wm. Bolthouse Farms, Inc., a Michigan corporation located at 7200 East Brundage Lane, Bakersfield, California 93307 (“**Company**”), is executed on January 23, 2017.

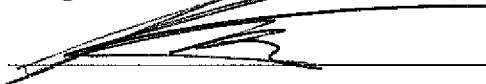
- A. Assignor is the owner of the trademarks and service marks and associated applications and registrations listed on Schedule A (the “**Marks**”).
- B. Assignor is a wholly-owned subsidiary of Company. Pursuant to a corporate reorganization, Assignor desires to assign the Marks to Company, and Company desires to own the Marks and all related good will.

In consideration of the above recitals and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

Assignor transfers and assigns to Company all of Assignor’s right, title and interest in and to the Marks, together with all associated good will and all related rights, and all registrations and applications for registration of the Marks in the United States and any foreign countries, including any renewals and extensions of any registration that is or may be secured. The provisions of this Agreement inure to the benefit of Company, its successors and assigns, and are binding upon Assignor, its successors and assigns.

The parties have executed this Agreement as of the date first written above.

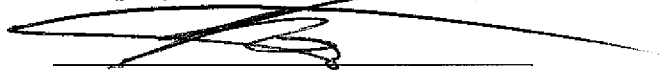
Assignor: Bolthouse Juice Products, LLC



By: Matthew R. Ayres

Its: Assistant Secretary

Company: Wm. Bolthouse Farms, Inc.



By: Matthew R. Ayres

Its: Chief Counsel & Assistant Secretary

SCHEDULE A

United States Trademarks and Service Marks

MARK	SERIAL NO.	REGISTRATION NO.
BOLTHOUSE FARMS MAIO	87004188	
1 9 5 DESIGN	87024878	
BOLTHOUSE FARMS C-BOOST	86670516	4870843
COCONUT SPLASH	85062360	3949311
BOLTHOUSE FARMS MULTI-V GOODNESS	85817649	4621760
PROTEIN PLUS	85645932	4277340
PERFECTLY PROTEIN	78736810	3287016
THE POWER OF PURPLE	78981358	3773671
BLUE GOODNESS	78478574	3213920
GREEN GOODNESS	78311026	2940918
PERFECTLY PROTEIN	78311018	3130549
PURELY CHOCOLATE	77648412	3848475
AMAZING MANGO	77406488	3584377
VEDGE	76387963	2835112

Foreign Trademarks and Service Marks

MARK	COUNTRY	APPLICATION NO.	REGISTRATION NO.
BLUE GOODNESS	Canada	1777860	
RED GOODNESS	Canada	1777858	
AMAZING MANGO	Canada	1385181	TMA784720
BOM DIA	Canada	1269377	TMA768034
BOM DIA (Stylized)	Canada	1321756	TMA796355
GREEN GOODNESS	Canada	1212720	TMA653898
NUTRIENTS FOR VIBRANT HEALTH and Design	Canada	1338318	TMA737363
PERFECTLY PROTEIN	Canada	1212721	TMA720352
VEDGE	Canada	1218788	TMA649230
AMAZING MANGO	European Union	006728455	006728455
BLUE GOODNESS	European Union	004513974	004513974
BOLTHOUSE DO BRASIL LTDA & Design	European Union	005732318	005732318
NUTRIENTS FOR VIBRANT HEALTH & Design	European Union	005740303	005740303
THE POWER OF PURPLE	European Union	005732177	005732177
PURE. PURPLE. POWER.	European Union	005732276	005732276