

900400971 04/03/2017

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM422270

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
SEQUENCE:	03

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Bernard Egan & Company		02/01/2017	Corporation: FLORIDA

RECEIVING PARTY DATA

Name:	Wonderful Citrus Packing LLC
Street Address:	1901 South Lexington
City:	Delano
State/Country:	CALIFORNIA
Postal Code:	93215
Entity Type:	<i>Limited Liability Company: Delaware</i>

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Serial Number:	77956692	CRACKER TRAIL
Serial Number:	73279390	DNE
Serial Number:	72441076	INDIAN RIVER CREST
Serial Number:	75120079	INDIAN RIVER PRIDE
Serial Number:	72441074	INDIAN RIVER SUPREME
Serial Number:	78498144	OCEAN PRIDE
Serial Number:	75549977	RIVER PRIDE
Serial Number:	78724217	TEXAS PRIDE
Serial Number:	77432099	WAVE CREST
Serial Number:	73065437	WHITE CREST

CH \$265.00 77956692

CORRESPONDENCE DATA

Fax Number: 3109668810
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.
Phone: 310-966-5726
Email: latunda.powell@roll.com
Correspondent Name: LaTunda Powell
Address Line 1: 11444 West Olympic Blvd., 7th Floor
Address Line 4: Los Angeles, CALIFORNIA 90064

ATTORNEY DOCKET NUMBER:	107991
NAME OF SUBMITTER:	LaTunda Powell, Trademark Administrator
SIGNATURE:	/LaTunda Powell/
DATE SIGNED:	04/03/2017

Total Attachments: 5

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TRADEMARK ASSIGNMENT
(USA, Benelux, European Union and Switzerland)

WHEREAS, BERNARDEGAN & COMPANY, a Florida corporation ("Assignor") is the owner of the business names, trade names, trademarks and service marks, and the applications and registrations therefor, and all common law rights thereto, listed in Exhibit A attached hereto and incorporated herein by this reference (collectively, the "Marks"), which Marks are in the name of Assignor;

WHEREAS, WONDERFUL CITRUS PACKING LLC, a Delaware limited liability company with a principal place of business of 1901 South Lexington, Delano, California 93215, USA ("Assignee") desires to acquire the Marks; and

WHEREAS, pursuant to that certain Asset Purchase Agreement dated as of the date hereof, by and between Assignor together with DNE WORLD FRUIT LLC, a Florida limited liability company, DNE IMPORTS, INC. d/b/a WORLD PACK, a New Jersey corporation, WP LOGISTICS LLC, a New Jersey limited liability company, DNE INTERNATIONAL LLC, a Florida limited liability company, and ATLANTIC TRUCK BROKERS, INC., a Florida corporation, on the one hand, and Assignee, on the other hand, Assignor desires to assign, transfer and convey to Assignee all of its right, title and interest in and to all of the Marks, and Assignee desires to accept such assignment, transfer and conveyance.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee the following:

1. All right, title and interest held by Assignor in and to the Marks;
2. The goodwill of the business connected with the use of and symbolized by the Marks, as part of the transfer of all on-going and existing business to which the Marks pertain, and including all associated artwork, labels and package designs and other assets that uniquely reflect the Marks; and
3. All rights to damages or profits, due or to become due, accrued or to accrue, arising out of past, present or future infringement of said Marks or injury to said goodwill, together with the right to sue or recover the same in Assignee's name.

[Signature Page Follows]

IN WITNESS WHEREOF, the undersigned have executed this Assignment as of February 1, 2017, in one or more counterparts, each of which shall be deemed an original and all of which taken together shall constitute one and the same instrument.

Assignor:

BERNARD EGAN & COMPANY,
a Florida corporation

By: 

Name: Gregory E. Nelson

Title: President

Assignee:

WONDERFUL CITRUS PACKING LLC,
a Delaware limited liability company

By: _____

Name:

Title:

[Trademark Assignment Agreement for BECO Owned IP]

TRADEMARK
REEL: 006029 FRAME: 0746

IN WITNESS WHEREOF, the undersigned have executed this Assignment as of February 1, 2017, in one or more counterparts, each of which shall be deemed an original and all of which taken together shall constitute one and the same instrument.

Assignor:

BERNARD EGAN & COMPANY,
a Florida corporation


By: _____

Name: Gregory P. Nelson

Title: President

Assignee:

WONDERFUL CITRUS PACKING LLC,
a Delaware limited liability company

By:  _____

Name:

Title:





Craig B. Cooper
Senior Vice President

[Trademark Assignment Agreement for BECO Owned IP]


TRADEMARK
REEL: 006029 FRAME: 0747

**Exhibit A
The Marks**

FEDERAL & INTERNATIONAL TRADEMARKS TO BE TRANSFERRED

<u>Trademark Name</u>	<u>Owner</u>	<u>Serial Number</u>	<u>Registration Number</u>	<u>Application Date</u>	<u>Current Registration Date</u>
CRACKER TRAIL	BECO	77956692	3872691	03/11/10	11/09/10
DNE & Design 	BECO	73279390	1175410	09/26/80	10/27/81
INDIAN RIVER CREST & Design 	BECO	72441076	974658	11/13/72	12/11/73
INDIAN RIVER PRIDE	BECO	75120079	2077366	06/17/96	07/08/97
INDIAN RIVER PRIDE & Design 	BECO	Common Law	n/a	n/a	n/a
INDIAN RIVER SUPREME & Design 	BECO	72441074	974419	11/13/72	12/04/73
OCEAN PRIDE	BECO	78498144	3094275	10/12/04	05/16/06
RIVER PRIDE	BECO	75549977	2302954	09/08/98	12/21/99

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RIVER PRIDE BRAND & Design 	BECO	Common Law	n/a	n/a	n/a
TEXAS PRIDE	BECO	78724217	3280754	09/30/05	08/14/07
WAVE CREST	BECO	77432099	3553242	03/26/08	12/30/08
WHITE CREST	BECO	73065437	1041917	10/09/75	06/22/76
EUROPEAN TRADEMARKS TO BE TRANSFERRED					
<u>Trademark Name</u>	<u>Owner</u>	<u>Serial Number</u>	<u>Country</u>	<u>Registration Number</u>	<u>Registration Date</u>
INDIAN RIVER PRIDE	BECO	5000/1979	Switzerland	2P-303552	04/28/80
RIVER PIRATE	BECO	1003049	Benelux	R-718181	01/07/02
RIVER PRIDE	BECO	1214592	European Union	1214592	09/04/00

{2635593.3}

Exhibit A