

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM513177

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Enza Zaden Beheer B.V.		03/04/2019	Besloten Vennootschap (B.V.): NETHERLANDS
RECEIVING PARTY DATA			
Name:	Mastronardi Produce Limited		
Street Address:	900 WILSHIRE DRIVE SUITE 300		
City:	TROY		
State/Country:	MICHIGAN		
Postal Code:	48084		
Entity Type:	Corporation: CANADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87572997	ALOHA	
CORRESPONDENCE DATA			
Fax Number:	2486475210		
<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>			
Phone:	248.647.6000		
Email:	MICHIGANPATTM@DINSMORE.COM		
Correspondent Name:	Mark D. Schneider		
Address Line 1:	900 WILSHIRE DRIVE SUITE 300		
Address Line 4:	TROY, MICHIGAN 48084		
NAME OF SUBMITTER:	Mark D. Schneider		
SIGNATURE:	/Mark D. Schneider/		
DATE SIGNED:	03/07/2019		
Total Attachments: 2			
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source=Aloha Confirmation of Assignment Enza to MPL#page2.tif			

OP \$40.00 87572997

CONFIRMATION OF ASSIGNMENT

WHEREAS, Enza Zaden Beheer B.V. ("Enza"), an entity organized under the laws of The Netherlands, is the owner of certain applications and registrations directed to use of the mark ALOHA ("the Mark") in connection with "peppers" and/or "fresh peppers", in international class 31, and the Mark being the subject of at least the following applications and registrations:

Mark	Jurisdiction	Appl. No. / Appl. Date	Reg. No. / Reg. Date
ALOHA	United States	Appl No.: 87572997 Appl Date: August 17, 2017	
ALOHA	Benelux	Appl No.: 01359830 Appl Date: February 13, 2018	Reg. No.: 1028521 Reg. Date: April 30, 2018
ALOHA	WIPO		Reg.No.: 1410983 Reg. Date: May 11, 2018
ALOHA	Mexico	Int'l Reg No: 1410983 Appl. No.: M2070979	
ALOHA	Canada	Appl. No.: 1583448 Appl. Date: February 15, 2016	


And:

WHEREAS, Mastronardi Produce Limited ("MPL"), an entity organized under the laws of Ontario, Canada, has acquired or otherwise obtained from Enza all interest of Enza in the Mark, including the right to and in all applications and registrations therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which was/is acknowledged, Enza confirms the assignment, sale, transfer and conveyance, and does otherwise assign, sell, transfer and convey to MPL, all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by and associated with the Mark, and any application and registration therefore, and including the registrations and application identified

herein, and any design therefore, and the right to bring suit for any past, present or future infringements of the Mark.

For Mastronardi Produce Limited.


Signature


DAVID EINSTANDIG
Print Name

VP AND GENERAL COUNSEL
Corporate Title

Date: 4th MARCH 2019

Signed in Kingsville, Ontario

For Enza Zaden Beheer B.V.


Signature

H.T. Bemelmans
Print Name

CCO
Corporate Title

Date: 4th March 2019