

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM549137

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	07/31/2019		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mor-Fruit Products, Inc.		11/12/2019	Corporation: FLORIDA
RECEIVING PARTY DATA			
Name:	Paradise, Inc.		
Street Address:	1200 W. Martin Luther King Jr. Blvd.		
City:	Plant City		
State/Country:	FLORIDA		
Postal Code:	33563		
Entity Type:	Corporation: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1925647	MOR-FRUIT	
CORRESPONDENCE DATA			
Fax Number:	7038164100		
<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:	7038164063		
Email:	sld@nixonvan.com		
Correspondent Name:	Sheryl DeLuca		
Address Line 1:	901 N. Glebe Road, 11th Floor		
Address Line 4:	Arlington, VIRGINIA 22203		
NAME OF SUBMITTER:	Sheryl De Luca		
SIGNATURE:	/Sheryl De Luca/		
DATE SIGNED:	11/12/2019		
Total Attachments: 1			
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OP \$40.00 1925647

TRADEMARK ASSIGNMENT

This Assignment is made nunc pro tunc effective July 31, 2019.

WHEREAS, Mor-Fruit Products, Inc. , a Florida corporation having its principle place of business at 1200 W. Martin Luther King Jr. Blvd., Plant City, FL 33566 (hereinafter "ASSIGNOR"), is the record owner of the trademark MOR-FRUIT, the goodwill symbolized thereby, and United States Registration No. 1,925,647 (registered October 10, 1995) of said mark;

WHEREAS, Paradise, Inc., a Florida corporation, having its principal offices at 1200 W. Martin Luther King Jr. Blvd., Plant City, FL 33563, (hereinafter "ASSIGNEE"), is desirous of acquiring all of ASSIGNOR'S rights, title and interest in and to the trademark MOR-FRUIT, the goodwill symbolized thereby, and United States Registration No. 1,925,647 of said mark;

NOW, THEREFORE, in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR confirms that it sold, assigned, transferred and conveyed and does hereby sell, assign, transfer and convey, nunc pro tunc, effective July 31, 2019, to ASSIGNEE, its successors and assigns, all rights, title and interest in and to the trademark MOR-FRUIT, the goodwill symbolized thereby, and United States Registration No. 1,925,647 of said mark, together with the right to sue and obtain damages, injunctive relief and/or attorney's fees by reason of any and all past infringements of the mark, or for any other violation of any other rights in or relating to said mark.

MOR-FRUIT PRODUCTS, INC.

By: *Tracy W. Schulis*

Name: TRACY W. SCHULIS

Title: SENIOR VICE PRESIDENT

Witnessed by:

Lisa Gilbert
Lisa Gilbert

Date: November 12, 2019