

11-07-2000



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RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New 9.29.00
- Resubmission (Non-Recordation)
Document ID #
- Correction of PTO Error
Reel # Frame #
- Corrective Document
Reel # Frame #

Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
- Merger Effective Date
Month Day Year
02101984
- Change of Name
- Other

Conveying Party

- Mark if additional names of conveying parties attached
- Name Execution Date
Month Day Year
02101984
- Formerly

- Individual General Partnership Limited Partnership Corporation Association
- Other
- Citizenship/State of Incorporation/Organization

Receiving Party

- Mark if additional names of receiving parties attached
- Name

- DBA/AKA/TA
- Composed of
- Address (line 1)
- Address (line 2)
- Address (line 3)
City State/Country Zip Code
- Individual General Partnership Limited Partnership If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)
- Corporation Association
- Other
- Citizenship/State of Incorporation/Organization

FOR OFFICE USE ONLY

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK
REEL: 002168 FRAME: 0386

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages Enter the total number of pages of the attached conveyance document including any attachments.

#

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

Number of Properties Enter the total number of properties involved.

#

Fee Amount Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment: Enclosed Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number: #

Authorization to charge additional fees: Yes No

Statement and Signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Janice M. Nicols
Name of Person Signing

Janice M. Nicols
Signature

9/29/00
Date Signed

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Registration No.: 770,035)
)
 Issued: May 19, 1964)
)
 Registrant: Fallbrook Citrus Association)
)
 Owner: Fallbrook Citrus Company,)
 a California corporation)
)
 Class No. 46)
)
 Mark: **HERMOSA**)
 _____)

**ASSIGNMENT OF
REGISTRATION**

WHEREAS, Fallbrook Citrus Association, a California corporation, assigned all of its right, title and interest in and to the above-captioned trademark along with the goodwill of the business symbolized by the mark and all causes of action relating thereto to Fallbrook Citrus Company, a California corporation, with a principal business office at One Dole Drive, Westlake Village, California 91362, for valuable consideration, pursuant to an Agreement for Purchase of Certain Assets which was approved by the company's Board of Directors on February 10, 1984;

NOW THEREFORE, pursuant to said agreement, Fallbrook Citrus Company does hereby ratify and confirm its ownership of all right, title and interest in and to the above-captioned trademark and to the registration thereof as shown in the records of the United States Patent and Trademark Office.

Fallbrook Citrus Company
a California corporation

Dated: September 26, 2000

By: Janice M. Nicols
Janice M. Nicols
Assistant Secretary