

FORM PTO-1618A
Expires 06/30/99
OMB 0651-0027

12-15-2004

U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK



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DEC 15 2004

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

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

Change of Name

Other _____

Effective Date
Month Day Year
12 31 2003

Conveying Party

Mark if additional names of conveying parties attached

Name Execution Date
Month Day Year
12 02 2004

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 Association

Corporation Association

Other

Citizenship/State of Incorporation/Organization

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.)

FOR OFFICE USE ONLY

12/14/2004 GT0M11 00000212 130300 343168
01 FC:8521 40.00 DA
02 FC:8522 75.00 DA

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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: 003092 FRAME: 0574

12-9-04

**RECORDATION FORM COVER SHEET
CONTINUATION
TRADEMARKS ONLY**

FORM PTO-1618C
Expires 06/30/99
OMB 0651-0027

U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

Conveying Party

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship State of Incorporation/Organization

Receiving Party

Enter Additional 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

Corporation Association

Other

Citizenship/State of Incorporation/Organization

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 the Assignment.)

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)

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343,168	343,170	2,071,140
2,071,141	<input type="text"/>	<input type="text"/>
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Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name KRISTEN J. MOYER

Address (line 1) ATTORNEY AT LAW

Address (line 2) 14130 RIVERSIDE DRIVE

Address (line 3) SHERMAN OAKS, CA 91423

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

818-379-7245

Name KRISTEN J. MOYER

Address (line 1) ATTORNEY AT LAW

Address (line 2) 14130 RIVERSIDE DRIVE

Address (line 3) SHERMAN OAKS, CA 91423

Address (line 4)

Pages

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

4

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)

343,168	343,170	2,071,140
2,071,141		

Number of Properties

Enter the total number of properties involved.

4

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$ 115.00

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:

130300

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.

KRISTEN J. MOYER

Name of Person Signing

Signature

12/8/04

Date Signed

ASSIGNMENT

WHEREAS, Santa Paula Orange Association, a California corporation, located and doing business at 215 North Ojai Street, Santa Paula, California 93060-2815, adopted and used in its business and was the owner of certain trademarks which are registered in the United States Patent and Trademark Office as follows:

<u>Registration No.</u>	<u>Date Granted</u>	<u>Trademark</u>
343,168	February 9, 1937	ENDURANCE
343,170	February 9, 1937	STRENGTH
2,071,140	June 17, 1997	STRENGTH & Design
2,071,141	June 17, 1997	ENDURANCE & Design

WHEREAS, The Villa Park Orchards Association, a California corporation, located and doing business at 960 Third Street, Fillmore, California 93015, has heretofore acquired said trademarks from said Santa Paula Orange Association and the registrations thereof; and

WHEREAS, the respective parties desire to further evidence the transfer thereof.

NOW, THEREFORE, for and in consideration of the sum of One Dollar (\$1.00), to it in hand paid, and other good and valuable consideration, the receipt for which is hereby acknowledged, said Santa Paula Orange Association, by these presents, does sell, assign and transfer unto the said The Villa Park Orchards Association, the entire right, title and interest in and to the trademarks noted above, together with that part of the goodwill of the business connected with the use of and symbolized by said marks nunc pro tunc as of December 31, 2003.

IN WITNESS WHEREOF, said hereby executes this assignment this 2nd day of Dec., 2004.

SANTA PAULA ORANGE ASSOCIATION

By: 

Name: Martin Coert
Title: Secretary, Treasurer