

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	03/07/2007

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Del Monte Fresh Produce (Texas), Inc.		03/07/2007	CORPORATION:

RECEIVING PARTY DATA

Name:	Ideal Sales, Inc.
Street Address:	1406 Parker, Suite 202
City:	Dallas
State/Country:	TEXAS
Postal Code:	75215
Entity Type:	CORPORATION:

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	2675973	HARVEST SELECT
Registration Number:	2676449	HARVEST SELECT

CORRESPONDENCE DATA

Fax Number: (214)871-7131
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 2148719333
 Email: wglenn@dwgpc.com
 Correspondent Name: D. Woodard Glenn
 Address Line 1: 2626 Cole, Suite 510
 Address Line 4: dallas, TEXAS 75204

NAME OF SUBMITTER:	D. Woodard Glenn
Signature:	/dwoodardglenn/

OP \$65.00 2675973

Date:

03/09/2007

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, DEL MONTE FRESH PRODUCE (TEXAS), INC., a corporation organized and existing under the laws of the State of Texas, whose principal place of business is located at 241 Sevilla Avenue, Coral Gables, FL 33134, is the owner of the trademarks listed in the attached Schedule A.

WHEREAS, IDEAL SALES, INC., a corporation organized and existing under the laws of the State of Texas, whose principal place of business is located at 1406 Parker, Suite 202, Dallas, Texas 75215, is desirous of acquiring all of Del Monte Fresh Produce's rights in and to the trademarks listed in the attached Schedule A, the registrations therefore, and all goodwill attached thereto.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, DEL MONTE FRESH PRODUCE (TEXAS), INC. does hereby assign unto IDEAL SALES, INC., the entire right, title and interest in and to the trademarks listed in the attached Schedule A, including Registration Nos. 2,675,973 and 2,676,449, and all goodwill attached thereto.

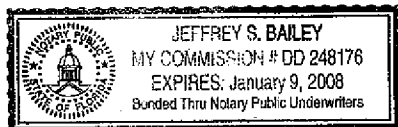
IN WITNESS WHEREOF, Assignor has caused this document to be executed at Coral Gables, Florida as of the 7th day of March, 2007. This Assignment is effective as of the same date.

DEL MONTE FRESH PRODUCE (TEXAS), INC.

By: _____

Name: Bruce Jordan
Title: Vice President

Subscribed and sworn to before
me, a Notary Public, this 7th day of March, 2007.
Notary Public



SCHEDULE A

<u>Registration Number</u>	<u>Mark</u>	<u>Registration Date</u>
2,675,973	HARVEST SELECT	January 21, 2003
2,676,449	HARVEST SELECT	January 21, 2003

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