

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Di Giorgio Corporation		07/16/2007	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
<b>Name:</b>	White Rose Inc.
<b>Street Address:</b>	Route 422 East
<b>City:</b>	Robesonia
<b>State/Country:</b>	PENNSYLVANIA
<b>Postal Code:</b>	19551
<b>Entity Type:</b>	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 40

Property Type	Number	Word Mark
Registration Number:	0023089	SEEMAN BROS. FAMOUS WHITE ROSE PEARS
Registration Number:	0041762	WHITE ROSE
Registration Number:	0091039	WHITE ROSE
Registration Number:	0221648	WHITE ROSE
Registration Number:	0222312	WHITE ROSE
Registration Number:	0223068	WHITE ROSE
Registration Number:	0223069	WHITE ROSE
Registration Number:	0223290	WHITE ROSE
Registration Number:	0223881	WHITE ROSE
Registration Number:	0224227	WHITE ROSE
Registration Number:	0228346	WHITE ROSE
Registration Number:	0332079	WHITE ROSE
Registration Number:	0418229	WHITE ROSE
Registration Number:	0549127	WHITE ROSE

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Registration Number:	2794012	WHITE ROSE
Registration Number:	1518171	WHITE ROSE
Registration Number:	1682633	WHITE ROSE
Registration Number:	1694310	WHITE ROSE
Registration Number:	1708101	WHITE ROSE
Registration Number:	1740801	WHITE ROSE
Registration Number:	1741357	WHITE ROSE
Registration Number:	1748553	WHITE ROSE
Registration Number:	1844618	WHITE ROSE
Registration Number:	1861929	WHITE ROSE
Registration Number:	1862470	WHITE ROSE
Registration Number:	1869165	WHITE ROSE
Registration Number:	1907515	WHITE ROSE
Registration Number:	2118078	WHITE ROSE
Registration Number:	2854147	BRIGHTON FALLS
Registration Number:	3121141	DOLLAR \$MART
Registration Number:	2931342	DOLLAR \$MART
Registration Number:	3042205	DOLLAR \$MART
Registration Number:	2464854	EASYGROCER
Registration Number:	1893774	FOOD CART
Registration Number:	2817677	FOOD VILLAGE
Registration Number:	1027590	MET FOOD STORES
Registration Number:	2878523	NORTHEAST HISPANIC EXPO
Registration Number:	1858988	PIONEER
Registration Number:	2062160	ROSENET
Registration Number:	1593190	SNOW KIST

**CORRESPONDENCE DATA**

Fax Number: (717)231-6637  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 7172376702  
Email: kgold@rhoads-sinon.com  
Correspondent Name: Kevin M. Gold, Esquire  
Address Line 1: One South Market Square, PO Box 1146  
Address Line 2: 12th Floor  
Address Line 4: Harrisburg, PENNSYLVANIA 17108-1146

ATTORNEY DOCKET NUMBER:

1333/118

**TRADEMARK**

**REEL: 003636 FRAME: 0386**

NAME OF SUBMITTER:	Kevin M. Gold, Esquire
Signature:	/kmg/
Date:	10/09/2007
Total Attachments: 0	

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