

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Avery Dennison Corporation		08/14/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	It's Fresh Incorporated		
Street Address:	779 Oak Drive		
City:	Victoria		
State/Country:	MINNESOTA		
Postal Code:	55386		
Entity Type:	CORPORATION: MINNESOTA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78455164	IT'S FRESH!	
CORRESPONDENCE DATA			
Fax Number:	(312)775-8100		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	3127758000		
Email:	rdicerbo@mcandrews-ip.com		
Correspondent Name:	Ronald A DiCerbo		
Address Line 1:	500 West Madison		
Address Line 2:	34th Floor		
Address Line 4:	Chicago, ILLINOIS 60661		
ATTORNEY DOCKET NUMBER:	IT'S FRESH		
NAME OF SUBMITTER:	Ronald A DiCerbo		
Signature:	/RAD/		
Date:	02/25/2010		

CH \$40.00 78455164

Total Attachments: 1

source=It'sFresh! Trademark Assignment#page1.tif

TRADEMARK

TRADEMARK ASSIGNMENT

WHEREAS, AVERY DENNISON CORPORATION, a Delaware Corporation, having a place of business at 150 North Orange Grove, Pasadena, California 91103 ("ASSIGNOR" herein), has used and is the owner of the following mark and registration.

<u>Mark</u>	<u>Serial No.</u>	<u>Filed</u>	<u>Docket No.</u>
IT'S FRESH!	78/455,164	July 22, 2004	52805/A23

WHEREAS, IT'S FRESH! INC., a Minnesota Corporation, having a mailing address of 779 Oak Drive, Victoria, Minnesota ("ASSIGNEE" herein), desires to acquire said mark and the said application.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign unto said ASSIGNEE all right, title and interest in and to said mark and the said application, and all rights and privileges pertaining to said mark and application, together with the goodwill of the business symbolized by the mark.

ASSIGNOR further agrees that it shall render all reasonable assistance to ASSIGNEE, and will, from time-to-time, execute all instruments and documents necessary to maintain, preserve or protect the mark and said application, and to perfect the record title of ASSIGNEE in and to said mark and said application.

AVERY DENNISON CORPORATION

Date 8/14/06 By Charles Hermann
Charles Hermann
VP Marketing & Product Development

STATE OF OHIO)
COUNTY OF CUYAHOGA)

On August 22nd 2006, before me David Goebels, Notary Public, personally appeared Charles Hermann, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

David Goebels
Signature of Notary

GJN/gjn
TEL PAS692801.1*07/26/06 9:56 AM

DAVID C. GOEBELS, Notary Public
Cuyahoga County, Ohio
My commission expires June 27, 2007