

10-20-00

FORM PTO-1618A
Expires 6/30/99
OMB 0651-0027

11-02-2000



101503682

U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK
Express Mail Label No.:
EL546488535

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		Conveyance Type	
<input checked="" type="checkbox"/> New		<input checked="" type="checkbox"/> Assignment	<input type="checkbox"/> License
<input type="checkbox"/> Resubmission (Non-Recordation)		<input type="checkbox"/> Security Agreement	<input type="checkbox"/> Nunc Pro Tunc Agreement
Document ID # <input type="text"/>		<input type="checkbox"/> Merger	Effective Date Month Day Year <input type="text"/>
<input type="checkbox"/> Correction of PTO Error		<input type="checkbox"/> Change of Name	
Reel # <input type="text"/> Frame # <input type="text"/>		<input type="checkbox"/> Other <input type="text"/>	
<input type="checkbox"/> Corrective Document			
Reel # <input type="text"/> Frame # <input type="text"/>			

Conveying Party Mark if additional names of conveying parties attached

Name Execution Date
Month Day Year

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 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: 002165 FRAME: 0692

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)

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="77328"/>	<input type="text" value="1057874"/>	<input type="text" value="1187031"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1740077"/>	<input type="text" value="1542791"/>	<input type="text" value="1731448"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="171436"/>	<input type="text" value="1515674"/>	<input type="text" value="283662"/>

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:

#

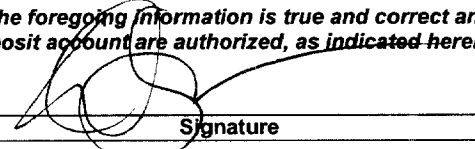
Authorization to charge additional fees: Yes No

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.

DAVID W. GRACE

Name of Person Signing



Signature

October 17, 2000

Date Signed

RECORDATION FORM COVER SHEET
CONTINUATION
TRADEMARKS ONLY

Conveying Party

Mark if additional names of conveying parties attached.

Enter Additional Conveying Party

Name

Execution Date
Month Day Year

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Enter Additional Receiving Party

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DBA/AKA/TA

Composed of

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Address (line 3) City State/Country Zip Code

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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)

<input type="text"/>	<input type="text"/>	<input type="text"/>	1526023	1735123	766812
<input type="text"/>	<input type="text"/>	<input type="text"/>	971476	551503	384858
<input type="text"/>	<input type="text"/>	<input type="text"/>	216181	202453	742732
<input type="text"/>	<input type="text"/>	<input type="text"/>	176115	166513	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Trademark)
Registrations of:)
Dole Citrus,)
a California corporation)
_____)

ASSIGNMENT OF
TRADEMARK REGISTRATION

WHEREAS, **Dole Citrus**, a California corporation, having a principal office at One Dole Drive, Westlake Village, California 91362, represents and warrants that it has adopted, applied for, registered and is using the marks identified in Exhibit A attached hereto; and

WHEREAS, **Citrus Packing LLC**, a limited liability corporation, organized and existing under the laws of the State of Delaware having a principal place of business at 11444 West Olympic Boulevard, 19th Floor, Los Angeles, California 90064, wishes to acquire said marks and the registrations therefore;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged **Dole Citrus** does hereby assign unto **Citrus Packing LLC** all right, title and interest in and to the marks and registrations therefor as set forth on attached Exhibit A, together with the goodwill of the business symbolized by the marks and all causes of action relating thereto.

Dole Citrus
a California corporation

Dated: *September 27, 2000*

By: *Janice M. Niels*
Its: *ASST Secretary*

ASSIGNMENT OF DOLE CITRUS

EXHIBIT A

<u>TRADEMARK</u>	<u>REGISTRATION NUMBER</u>	<u>REGISTRATION DATE</u>
BEAR BRAND & DESIGN	77,328	03/29/10
BEAR STATE & DESIGN	1,057,874	02/01/77
BOUNTIFUL	1,187,031	01/19/82
CENTURY	1,740,077	12/15/92
DERBY WINNER	1,542,791	06/06/89
EAST HIGHLANDS (DESIGN)	1,731,448	11/10/92
EL MERITO	171,436	08/07/23
GOLD CUP	1,515,674	12/06/88
GOOD MORNING! (Stylized)	283,662	06/02/31
LANCER	1,526,023	02/21/89
MONTE VISTA (Stylized)	1,735,123	11/24/92
PARADE	766,812	03/17/64
PARAGON	971,476	10/23/73
QUAIL	551,503	12/04/51
RAIN CROSS	384,858	02/04/41
RED MULE	216,181	08/03/26
SEA GULL	202,453	08/25/25
SOLO	742,732	12/25/62
SUNSIDE	176,115	11/20/23
SUPERBA	166,513	04/03/23