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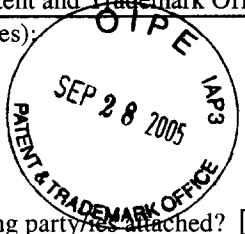


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Our Ref.: 4446-24

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| To the Director of the U.S. Patent and Trademark Office: Please record the attached original documents or copy thereof. | |
| 1. Name of conveying party(ies): Ralph T. COLEY, Jr. | 2. Name and address of receiving party(ies): Name: OCEAN SPRAY CRANBERRIES, INC. Internal Address: _____ Street Address: One Ocean Spray Drive _____ City: Lakeville-Middleboro State/Country: Massachusetts Zip: 02349 |
| Additional name/s of conveying party(ies) attached? <input type="checkbox"/> 3. Nature of conveyance: <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Assignment <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____ Execution Date: June 2, 2005 | Additional name/s & address/es attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No |
| 4. Application number(s) or patent number(s): <input type="checkbox"/> This application is being filed together with a new application. A. Patent Application No(s). (1) 29/234,372 (2) _____ (3) _____ Additional numbers attached <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No | B. Patent No(s). (1) _____ (2) _____ (3) _____ |
| 5. Name and address of party to whom correspondence concerning document should be mailed: Name: Paul T. Bowen Internal Address: _____ Street Address: Nixon & Vanderhye P.C. 901 North Glebe Road 11th Floor City: Arlington State: VA Zip: 22203 | 6. Total number of applications & patents involved: 1 7. Total fee (37 CFR 3.41) \$ 40.00 <input checked="" type="checkbox"/> Enclosed <input type="checkbox"/> Authorized to be charged to deposit account #14-1140 8. The Commissioner is hereby authorized to charge any deficiency in the fee(s) filed, or asserted to be filed, or which should have been filed herewith (or with any paper thereafter filed in this application by this firm) to our Account No. 14-1140. |
| DO NOT USE THIS SPACE | |
| 9. Statements 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. Paul T. Bowen Name of Person Signing Reg. No. 38,009 [Signature] Signature September 28, 2005 Date Total number of pages including original cover sheet, attachments, and document: [3] | |

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

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PATENT
REEL: 017036 FRAME: 0171

ASSIGNMENT FOR PATENT APPLICATION
(All Rights)

WHEREAS, Ralph T. COLEY, Jr. of 61 Elm Street, Cohasset, Massachusetts 02025 (hereinafter ASSIGNOR); has co-invented a certain improvement in BOTTLE AND PORTION THEREOF for which a so-entitled application for Letters Patent of the United States is being concurrently executed herewith or was filed in the United States Patent and Trademark Office on July 18, 2005 under Serial No. 29/234,372 ;*

WHEREAS, OCEAN SPRAY CRANBERRIES, INC. (hereinafter ASSIGNEE), a corporation of the State of Delaware, having an office and place of business at One Ocean Spray Drive, Lakeville-Middleboro, Massachusetts 02349 is desirous of acquiring an interest therein;

NOW, THEREFORE, in consideration of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the said ASSIGNOR by these presents hereby sell, assign, and transfer unto the said ASSIGNEE, its successors, assigns, and legal representatives, ASSIGNOR'S entire right, title and interest in the United States of America and all foreign countries, in and to the invention as described in the aforesaid application, and to the said application and to all subsequent applications based thereon including any and all continuations, divisions, reissues, and substitutes of said application, and all resulting patents, together with the right of priority under the International Convention for the Protection of Industrial Property, Inter-American Convention Relating to Patents, Designs and Industrial Models, and any other international agreements to which the United States of America adheres; and the ASSIGNOR hereby authorize and request the Commissioner of Patents and Trademarks to issue said Letters Patent to ASSIGNEE, for its interest as ASSIGNEE, its successors, assigns, and legal representatives. It is understood and agreed that ASSIGNEE'S

* We hereby authorize and request ASSIGNEE'S attorneys, Nixon & Vanderhye P.C., of 901 North Glebe Road, 11th Floor, Arlington, Virginia 22203, to insert here the serial number of said application when known.

attorneys Nixon & Vanderhye P.C. have represented only ASSIGNEE and will continue to represent only ASSIGNEE with respect to this invention;

ASSIGNOR hereby agree to transfer a like interest upon request of said ASSIGNEE, its successors, assigns, and legal representatives, and without further remuneration, in and to any improvements, and applications for patents based thereon, growing out of or related to the said invention;

ASSIGNOR hereby agree to execute any papers by ASSIGNEE, its successors, assigns, and legal representatives, deemed essential to ASSIGNEE'S full protection and title in and to the invention hereby transferred; and

ASSIGNOR hereby agrees, upon request of ASSIGNEE, and without further remuneration, to execute any and all papers desired by ASSIGNEE, for the filing and granting of foreign applications and the perfecting of title thereto in ASSIGNEE.

AGREED and executed as noted below:

June 2, 2005
Date

Witnessed by:

Alana Sharnow
Name: Alana Sharnow

Ralph T. Coley Jr.
Ralph T. COLEY, Jr.

June 2, 2005
Date: