

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Arnell	04/13/2010
RECEIVING PARTY DATA	
Name:	Tropicana Products, Inc.
Street Address:	1001 13th Avenue E
City:	Bradenton
State/Country:	FLORIDA
Postal Code:	34208
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29344997
CORRESPONDENCE DATA	
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Address Line 2:	Suite 3000
Address Line 4:	Chicago, ILLINOIS 60606
ATTORNEY DOCKET NUMBER:	066943.00290
NAME OF SUBMITTER:	Molly Heitner
Total Attachments: 1 source=290ArnelltoTrop#page1.tif	

CH \$40.00 29344997

ASSIGNMENT OF PATENT APPLICATIONS

THIS ASSIGNMENT is made on the 13 day of April, 2010, by Arnell, having its principal place of business at 7 World Trade Center, New York, New York 10007 ("Assignor"), to Tropicana Products, Inc., having a place of business at 1001 13th Avenue E, Bradenton, Florida 34208 ("Assignee").

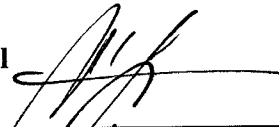
1. Assignor owns rights in certain new and useful improvements concerning the subject matter set forth in the patent applications listed below:

<u>Design Patent Application No.</u>	<u>Filing Date</u>	<u>Title</u>
29/344,997	10/07/2009	CAP

Assignor has full right to convey its entire interest herein assigned and has not executed and will not execute any agreement or do anything in conflict herewith.


2. Assignee desires to acquire the entire right, title and interest in and to the said application, inventions and improvements and any patents that may be granted on or as a result thereof in the United States of America (U.S.) and in any and all foreign countries.

3. NOW THEREFORE, for good and valuable consideration, the receipt of which is acknowledged, Assignor assigns to Assignee its entire right, title and interest in and to said application, inventions and improvements throughout the world and to any and all patents, petty patents and utility model patents which may be granted therefore, and all continuations, continuations-in-part, divisions, reissues, extensions, and renewals thereof, and all related rights, including all rights and claims for the infringement thereof, the same to be held and enjoyed by Assignee for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns, or other legal representatives, to the end of the term or terms for which any Letters Patents are or may be granted or reissued, as fully and entirely as the same would have been held and enjoyed by Assignor if the assignment had not been made, together with all claims for damages by reason of past infringement of the Letters Patent, with the right to sue for and collect the same for Assignee's own use and for the use of its successors, assigns, or other legal representatives.

Arnell 
 By: _____
 Name: Murray Lochea
 Title: V.P.

4/13/10

 Date



 Witness Signature
VERONICA KILG

 Witness