PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

| SUBMISSION TYPE: | NEW ASSIGNMENT |
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| NATURE OF CONVEYANCE: | ASSIGNMENT |

CONVEYING PARTY DATA

| Name | Execution Date |
|--------------------|----------------|
| Margaret HAVEKOTTE | 07/27/2010 |
| Cheryl NAGLE | 08/02/2010 |
| Michael MORELLO | 07/20/2010 |
| Todd RAKOFSKY | 07/28/2010 |
| Rachel L. JORDAN | 07/28/2010 |
| Thomas HOFMANN | 07/20/2010 |
| Anneke GLABASNIA | 07/22/2010 |

RECEIVING PARTY DATA

| Name: | Tropicana Products, Inc. |
|-----------------|--------------------------|
| Street Address: | 1001 13th Avenue E |
| City: | Bradenton |
| State/Country: | FLORIDA |
| Postal Code: | 34208 |

PROPERTY NUMBERS Total: 2

| Property Type | Number |
|---------------------|----------|
| Application Number: | 12248621 |
| Application Number: | 60978515 |

CORRESPONDENCE DATA

501251378

Fax Number: (202)824-3001

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

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Correspondent Name: William J. Fisher 1100 13th St. NW Address Line 1:

Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

PATENT

REEL: 024781 FRAME: 0170

| ATTORNEY DOCKET NUMBER: | 6943.00040; 6943.02490 |
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| NAME OF SUBMITTER: | William J. Fisher |
| Total Attachments: 8 source=Assignment#page1.tif source=Assignment#page2.tif source=Assignment#page3.tif source=Assignment#page4.tif source=Assignment#page5.tif source=Assignment#page6.tif source=Assignment#page7.tif source=Assignment#page8.tif | |

ASSIGNMENT

WHEREAS, we, Margaret HAVEKOTTE, a citizen of the United States of America residing in Fairfield, Connecticut, U.S.A.; Thomas HOFMANN, a citizen of Germany residing in Neufahrn, GERMANY; Anneke GLABASNIA, a citizen of Germany residing in Cormondrèche, SWITZERLAND; Cheryl NAGLE, a citizen of the United States of America residing in Bradenton, Florida, U.S.A.; Michael MORELLO, a citizen of the United States of America residing in Cary, Illinois, U.S.A.; Todd RAKOFSKY, a citizen of the United States of America residing in Crystal Lake, Illinois, U.S.A.; and Rachel L. JORDAN, a citizen of the United States of America residing in Palatine, Illinois, U.S.A. (ASSIGNORS), are the inventors of certain inventions and improvements described in a U.S. patent application and having the title

CONTROL OF FLAVOR CHARACTERISTICS OF AND INDICATOR OF FRESHNESS IN FRUIT JUICE

which application was filed on October 9, 2008 and assigned Application No. 12/248,621; and which claims priority to Application No. 60/978,515, filed October 9, 2007; and

WHEREAS.

TROPICANA PRODUCTS, INC. 1001 13th Avenue E Bradenton, FLORIDA 34208 UNITED STATES OF AMERICA

(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;

NOW. THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged,

We hereby assign, to the above named ASSIGNEE, its successors, assigns and legal representatives (NOMINEES) the 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 therefor, and all continuations, continuations-in-part, divisions, reissues, extensions, renewals, and any non-provisional based on a provisional thereof (LETTERS PATENT).

And we covenant that we have full right to convey the entire interest herein assigned, and that we have not executed and will not execute any agreement or do anything in conflict herewith;

And we further covenant and agree that we will without undue delay execute without further consideration all such papers as may be necessary to perfect the title to said application, inventions and improvements, and LETTERS PATENT in the ASSIGNEE or its NOMINEES, and we agree to communicate to said ASSIGNEE or its NOMINEES all known facts respecting said application, inventions, improvements, and LETTERS PATENT, to testify in any legal proceedings, to sign all lawful papers, and generally to do all things necessary to aid ASSIGNEE or its NOMINEES to obtain and enforce for their own benefit patent protection for said application, inventions and improvements in any and all countries, all at the expense, however, of the ASSIGNEE or its NOMINEES:

And we authorize the ASSIGNEE or its NOMINEES to file in ours names or their own, as appropriate, application for LETTERS PATENT in any and all countries of the world, and we authorize and request the Commissioner of Patents and Trademarks of the United States, and any proper official of any country, to issue to said ASSIGNEE or its NOMINEES any and all LETTERS PATENT for said application, inventions and improvements, for their sole use, to the full end of the term for which such LETTERS PATENT may be granted;

And the effective date of this Assignment is October 9, 2008;

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document information sufficient to identify the patent application to which this assignment pertains Margaret HAVEKOTTE, personally known to me to be the person whose name is subscribed to this document, personally appeared before me and acknowledged to the that he/size executed this document ELIZABETH P. BROWNI **Notary Public** My Commission My Commission Expires: Warch 31.5 Cheryl NAGLE Date State of County of Cheryl NAGLE, personally known to me to be the person whose name is subscribed to this document, personally appeared before me and acknowledged to me that he/she executed this document. Notary Public Date My Commission Expires: _____ Michael MORELLO Date State of County of _ Michael MORELLO, personally known to me to be the person whose name is subscribed to this document, personally appeared before me and acknowledged to me that he/she executed this document. Notary Public Date My Commission Expires:

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And we hereby grant the attorneys at the law firm of Banner & Witcoff the power to insert into this

And we hereby grant the attorneys at the law firm of Banner & Witcoff the power to insert into this document information sufficient to identify the patent application to which this assignment pertains.

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| Cheryl NAGLE, perso | e and acknowledged to me CARMEN M Commission # | DD903907 Notary Public |
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| Banner & Witcoff, LTD. | Page 2 of 4 | |

And we hereby grant the attorneys at the law firm of Banner & Witcoff the power to insert into this document information sufficient to identify the patent application to which this assignment pertains.

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Page 3 of 4

| U.S. Application Serial No.: 12/248,62 | 1 | B&W Reference: 006943.02490 Client Reference: Pepsi 2888 |
|--|--------------------------------------|--|
| | | |
| Date | | Todd RAKOFSKY |
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| County of |) | |
| Todd RAKOFSKY, person document, personally appeared before | ally known to me re me and acknow | to be the person whose name is subscribed to this ledged to me that he/she executed this document. |
| Date | | Notary Public My Commission Expires: |
| 7/28/2010 Date State of <i>Illinois</i> |) BARR | Rachel L. JORDAN NG TON, Illinois |
| County of MCNENRY |) | |
| Rachel L. JORDAN, personally appeared before | nally known to m | e to be the person whose name is subscribed to this ledged to me that helehe executed this document. |
| Q., V., 28, 2010 | | my Dird J. Hompson |
| July 28, 2010 | OFFICIAL MY COMMIS | Notary Public My Commission Expires: 3/28/12 |
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| Date | Thomas HOFMANN |
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| Date | Witness |
| Date · | Witness |
| 22.07.2010 Date | Anneke GLABASNIA |
| 10.07.2010 Date 22.07.2016 Date | Anneke GLABASNIA I Chetschick Witness Thurndaff Witness |

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