

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The J.M. Smucker Company		12/13/2004	CORPORATION:

RECEIVING PARTY DATA	
Name:	Smucker Quality Beverages, Inc.
Street Address:	P. O. Box 369, Speedway Ave.
City:	Chico
State/Country:	CALIFORNIA
Postal Code:	95927
Entity Type:	CORPORATION:

PROPERTY NUMBERS Total: 10		
Property Type	Number	Word Mark
Registration Number:	2456624	JEVA
Registration Number:	1986998	SPECIAL HARVEST
Registration Number:	2021770	MANGO MONTAGE
Registration Number:	1986997	KIWI BEAR
Registration Number:	2066149	GEORGIA PEACH
Registration Number:	2133295	SIMPLY NUTRITIOUS
Registration Number:	1696387	FRUITAGE
Registration Number:	1986993	CRANBERRY MEETS RASPBERRY
Registration Number:	2066216	BANANA CASABLANCA
Registration Number:	1028806	AFTER THE FALL

CORRESPONDENCE DATA	
Fax Number:	(952)594-3367
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	952-594-3465
Email:	colleen.sarenpa@jmsmucker.com

OP \$265.00 2456624

Correspondent Name: Colleen M. Sarenpa
Address Line 1: 110 Cheshire Lane
Address Line 2: Suite 300
Address Line 4: Minnetonka, MINNESOTA 55305

NAME OF SUBMITTER:

Colleen M. Sarenpa

Total Attachments: 2

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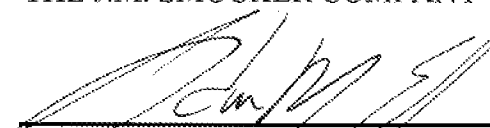
ASSIGNMENT

WHEREAS, THE J.M. SMUCKER COMPANY, a corporation organized under the laws of the state of Ohio, having a place of business at Strawberry Lane, Orrville, Ohio 44667, is the owner of the trademark registrations set forth on the attached Schedule A; and

WHEREAS, SMUCKER QUALITY BEVERAGES, INC., a Corporation organized under the laws of the state of California, having a place of business at P.O. Box 369, Speedway Ave., Chico, California 95927, is desirous of acquiring said marks and the registrations thereof.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, THE J.M. SMUCKER COMPANY, does hereby assign unto the said SMUCKER QUALITY BEVERAGES, INC. all of its rights, title and interest in and to the said marks identified in Schedule A, together with the goodwill of the business symbolized by the marks and the registrations thereof.

THE J.M. SMUCKER COMPANY


Adam M. Ekonomon, Assistant Secretary

Subscribed and Sworn to
Before me this 13th day of
December, 2004

Jeannette Knudsen, Notary Public



JEANNETTE L. KNUDSEN, Attorney-At-Law
Notary Public - State of Ohio
My Commission has no expiration date
Sec. 147.03 R.C.

SCHEDULE A

<u>Mark</u>	<u>Reg. #</u>	<u>Reg. Dt</u>
JEVA	2,456,624	6/5/2001
SPECIAL HARVEST	1,986,998	7/16/1996
MANGO MONTAGE	2,021,770	8/1/2002
KIWI BEAR	1,986,997	7/16/1996
GEORGIA PEACH	2,066,149	6/3/1997
SIMPLY NUTRITIOUS	2,133,295	1/27/98
FRUITAGE	1,696,387	6/23/1992
CRANBERRY MEETS RASPBERRY	1,986,993	7/16/1996
BANANA CASABLANCA	2,066,216	6/3/1997
AFTER THE FALL	1,028,806	12/30/1975