

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Chiquita Brands, Inc.		01/13/2003	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Progressive Produce		
<b>Street Address:</b>	5790 Peachtree Street		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90040		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2297526	PACIFIC GOLD	
Registration Number:	2264532	PACIFIC GOLD	
Registration Number:	2288638	PACIFIC GOLD SELECT	
Registration Number:	2288639	PACIFIC GOLD SELECT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(310)500-3501		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	310-500-3578		
<b>Email:</b>	jwhiting@linerlaw.com		
<b>Correspondent Name:</b>	Jennifer V. Whiting		
<b>Address Line 1:</b>	1100 Glendon Avenue, 14th Floor		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90024		
<b>NAME OF SUBMITTER:</b>	Jennifer V. Whiting		
<b>Signature:</b>	/jennifer v. whiting/		

**CH \$115.00 2297526**

Date:

03/03/2005

Total Attachments: 1

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**TRADEMARK ASSIGNMENT**

**THIS TRADEMARK ASSIGNMENT** is effective as of January 13, 2003, by and between Chiquita Brands, Inc. ("Assignor") and Progressive Produce Corporation ("Assignee").

**WHEREAS**, Assignor has adopted, used, is using, and is, to the best of its knowledge and belief, the owner of the trademarks PACIFIC GOLD, PACIFIC GOLD (stylized), PACIFIC GOLD SELECT and PACIFIC GOLD SELECT (plus design) (collectively, the "Trademarks"), which are registered with the United States Patent and Trademarks Office as Registration Numbers 2297526, 2264532, 2288638 and 2288639, respectively (the "Registrations");

**WHEREAS**, Assignor had not abandoned as of the date of transfer the Trademarks or the Registrations; and

**WHEREAS**, Assignee desires to assign to Assignee all rights, title, and interest in and to the Trademarks and the Registrations owned by Assignor and Assignee desires to acquire all rights, title, and interest in and to the Trademarks and the Registrations owned by Assignor.

**NOW THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns transfers, grants and sets over to Assignee, its successors, legal representatives, all rights, title, and interest as Assignor may possess in and to the Trademarks and the Registrations; together with any goodwill symbolized by said Trademarks and the Registrations, including all the rights to sue for past, present and future infringements in connection therewith, and all rights to the Trademarks.

Assignor agrees to execute and deliver to Assignee such other documents and instruments as may be required to effectuate the purposes hereof, including but not limited to any documents required by the United States Patent and Trademarks Office.

**ASSIGNOR**

Chiquita Brands, Inc.

By: Barbara M. Howland  
Barbara M. Howland

Its: Assistant Secretary

Dated: January 27, 2005

**ASSIGNEE**

Progressive Produce Corporation

By: James K. Leimkuehler  
JAMES K. LEIMKUEHLER

Its: President

Dated: 2-9-05