

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
------------------	----------------

NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY
-----------------------	--------------------------

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
AMSOUTH BANK		08/03/2006	Bank:

RECEIVING PARTY DATA

Name:	Hale Indian River Groves, Inc.
Street Address:	9255 U.S. Highway 1
Internal Address:	P.O. Box 700217
City:	Wabasso
State/Country:	FLORIDA
Postal Code:	32970
Entity Type:	CORPORATION: FLORIDA

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Registration Number:	2927470	HALE GROVES
Registration Number:	2927466	HALE GROVES
Registration Number:	2927463	HALE
Registration Number:	3086828	THE FRESHEST AND BEST TASTING. GUARANTEED.
Serial Number:	78419663	THE ORANGE JUICE BOX
Registration Number:	2927462	HALE
Registration Number:	2321765	HALE GROVES
Serial Number:	78442952	
Registration Number:	3097396	HALE GROVES

CORRESPONDENCE DATA

Fax Number: (954)523-1722
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 954-462-2000

CH \$240.00 2927470

Email: mgavilan@gunster.com
Correspondent Name: Paul T. Kashimba, Esq.
Address Line 1: 500 E. Broward Boulevard
Address Line 2: Suite 1400
Address Line 4: Fort Lauderdale, FLORIDA 33394

NAME OF SUBMITTER:	Paul T. Kashimba
Signature:	/Paul T. Kashimba/
Date:	08/23/2006

Total Attachments: 3
source=AmSouthRelease#page1.tif
source=AmSouthRelease#page2.tif
source=AmSouthRelease#page3.tif

RELEASE OF
TRADEMARK SECURITY INTEREST

WHEREAS, HALE INDIAN RIVER GROVES, INC., a Florida corporation (hereinafter "Assignor"), has adopted, has used, and is using in its business the United States trademarks, trademark registrations, and trademark applications listed on Schedule A attached hereto (hereinafter the "Trademarks"), some of which are on file with the United States Patent and Trademark Office;

WHEREAS, Assignor is obligated to AMSOUTH BANK ("Assignee") under a Trademark Security Agreement dated as of December 12, 2003 (hereinafter the "Agreement") in favor of the Assignee;

WHEREAS, the Agreement was recorded in the records at the United States Patent and Trademark Office on September 17, 2004 at reel/frame number 2939/0358; and

WHEREAS, Assignor has sold and transferred the Trademarks to Southern Fulfillment Services, LLC ("Buyer") pursuant to a certain Asset Purchase Agreement dated as of August ____, 2006 by and between Assignor and Buyer, and Assignee has consented to the sale and transfer of the Trademarks to Buyer pursuant to such Asset Purchase Agreement.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignee does hereby acknowledge that Assignor has sold and transferred to Buyer the Trademarks and Assignee hereby releases all right, title, and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks, including the trademark registrations and applications, and all proceeds thereof, including without limitation, any and all causes of action which may exist by reason of infringement thereof.

[REMAINDER OF PAGE INTENTIONALLY BLANK]

IN WITNESS WHEREOF, Assignee has caused this Release of Security Interest to be
duly executed by its officer thereunto duly authorized as of the 3rd day of August, 2006.

AMSOUTH BANK

By: Rebecca S. West, VP

Name: Rebecca S. West

Title: Vice President

SCHEDULE A

<u>TRADEMARK</u>	<u>REGISTRATION/SERIAL NUMBER</u>
HALE GROVES	Registration No. 2,927,470
HALE GROVES (and design)	Registration No. 2,927,466
HALE (and design)	Registration No. 2,927,463
THE FRESHEST AND BEST TASTING. GUARANTEED.	Registration No. 3,086,828
THE ORANGE JUICE BOX	Serial No. 78/419,663
HALE	Registration No. 2,927,462
HALE GROVES	Registration No. 2,321,765
Orange Box Design	Serial No. 78/442,952
HALE GROVES & Orange Box Design	Registration No. 3,097,396
HALE (and design)	Registration No. 1,763,068 (cancelled January 10, 2004)
HALE	Registration No. 1,764,702 (cancelled January 17, 2004)