

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Jarden Corporation		10/27/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Hearthmark, LLC		
Street Address:	14611 Commerce Drive		
City:	Daleville		
State/Country:	INDIANA		
Postal Code:	47334		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	0688803	FRUIT-FRESH	
CORRESPONDENCE DATA			
Fax Number:	(561)912-4182		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	561-912-5185		
Email:	jmeehan@jarden.com		
Correspondent Name:	Lawrence J. Shurupoff		
Address Line 1:	2381 Executive Center		
Address Line 4:	Boca Raton, FLORIDA 33431		
ATTORNEY DOCKET NUMBER:	JARCAN-48538		
NAME OF SUBMITTER:	Lawrence J. Shurupoff		
Signature:	/Lawrence J. Shurupoff/		
Date:	10/28/2009		

CH \$40.00 0688803

Total Attachments: 3

source=Jarden Corp to Hearthmark Fruit-Fresh#page1.tif

source=Jarden Corp to Hearthmark Fruit-Fresh#page2.tif

source=Jarden Corp to Hearthmark Fruit-Fresh#page3.tif

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT, effective this 27th day of October, 2009, is by and between Jarden Corporation, a Delaware corporation (“Assignor”) having its principal place of business at 555 Theodore Fremd Avenue, B-302, Rye, New York 10580 and Hearthmark, LLC, a Delaware limited liability company, (“Assignee”), having its principal place of business at 14611 Commerce Drive, Daleville, Indiana 47334.

WHEREAS, Assignor has adopted, used and is the owner of all right, title and interest in and to the registered trademark, FRUIT-FRESH, listed on Schedule A attached hereto and made a part hereof (hereinafter referred to as the “Trademark Rights”); and

WHEREAS, Assignee desires to acquire said Trademark Rights together with all of the goodwill of the business symbolized by the Trademark Rights; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby, grant, assign, transfer, convey and set over unto Assignee, all of Assignor’s right, title and interest in and to the Trademark Rights, and the registration therefor, together with the goodwill of the business symbolized by the Trademark Rights, all priority rights under any applicable convention, and all rights to damages and profits, due or accrued, arising out of past infringements of said Trademark Rights, and the right to sue for and recover the same.

Assignor has not and will not enter into any agreement in conflict with the rights assigned herein.

IN WITNESS WHEREOF, Assignor has caused this assignment to be executed by its duly authorized officer effective as of the day and year first written above.

Jarden Corporation
(Assignor)

By: _____

Name: John E. Capps

Title: Sr. Vice President, General Counsel, Secretary

Date: October 27, 2009

STATE OF FLORIDA)
) ss
COUNTY OF PALM BEACH)

On this 27th day of October 2009, before me appeared John E. Capps to me personally known and known to me the person who executed the foregoing Assignment; and who being by me duly sworn, did depose and say that he is the Sr. Vice President, General Counsel, Secretary of JARDEN CORPORATION (“Assignor”), that he is authorized to sign this Assignment on behalf of Assignor, and unto me acknowledged said Assignment to be the free act and deed of Assignor.



Joanne M. Wickenhauser
Joanne M. Wickenhauser
Notary Public

SCHEDULE A
ASSIGNED TRADEMARK

Trademark	Country	App. No.	File Date	Reg Date	Reg. No.	Status
FRUIT FRESH	US	72/023,635	02/01/1957	11/24/1959	688,803	REGISTERED