

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST IN TRADEMARK COLLATERAL (FIRST LIEN)

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
CREDIT SUISSE AG, CAYMAN ISLANDS BRANCH, AS COLLATERAL AGENT		08/06/2012	FOREIGN BUSINESS: CAYMAN ISLANDS

RECEIVING PARTY DATA

Name:	Wm. Bolthouse Farms, Inc.
Street Address:	7200 East Brundage Lane
City:	Bakersfield
State/Country:	CALIFORNIA
Postal Code:	93307
Entity Type:	CORPORATION: MICHIGAN

Name:	Bolthouse Juice Products, LLC
Street Address:	7200 East Brundage Lane
City:	Bakersfield
State/Country:	CALIFORNIA
Postal Code:	93307
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

Name:	BF Bolthouse Holdco, LLC
Street Address:	7200 East Brundage Lane
City:	Bakersfield
State/Country:	CALIFORNIA
Postal Code:	93307
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

Name:	Bolthouse Holding Corp.
Street Address:	7200 East Brundage Lane
City:	Bakersfield

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State/Country:	CALIFORNIA
Postal Code:	93307
Entity Type:	CORPORATION: DELAWARE

Name:	Bolthouse Juice Holdings, LLC
Street Address:	7200 East Brundage Lane
City:	Bakersfield
State/Country:	CALIFORNIA
Postal Code:	93307
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

Name:	Fresh Logistics, LLC
Street Address:	7200 East Brundage Lane
City:	Bakersfield
State/Country:	CALIFORNIA
Postal Code:	93307
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 31

Property Type	Number	Word Mark
Registration Number:	3584377	AMAZING MANGO
Registration Number:	3213920	BLUE GOODNESS
Registration Number:	3681534	BOM DIA
Registration Number:	3703177	CONQUER
Registration Number:	2940918	GREEN GOODNESS
Registration Number:	3338971	NUTRIENTS FOR VIBRANT HEALTH
Registration Number:	3130549	PERFECTLY PROTEIN
Registration Number:	3703176	TRANSCEND
Registration Number:	2835112	VEDGE
Registration Number:	3439232	BOLTHOUSE
Registration Number:	3532607	BOLTHOUSE DO BRÁSIL LTDÁ
Registration Number:	2871484	BOLTHOUSE FARMS
Registration Number:	2934040	BOLTHOUSE FARMS SINCE 1915
Registration Number:	3686456	BOM DIA
Registration Number:	3513605	CRAFTED BY NATURE, BOTTLED BY BOLTHOUSE
Registration Number:	3295131	FRESH LOGISTICS
Registration Number:	3220790	FRESHLOGISTICS

Registration Number:	1755616	FRESH-WAY
Registration Number:	2057183	GRABBITS
Registration Number:	2784853	HYDROBIND
Registration Number:	0899807	LOOK MOM!
Registration Number:	2506212	LOOK MOM!
Registration Number:	3098115	MERCER RANCH
Registration Number:	3098120	MERCER RANCH
Registration Number:	3287016	PERFECTLY PROTEIN
Registration Number:	3256053	PREMIUM MATCHSTIX FRENCH-CUT COOKING CARROTS
Registration Number:	2932099	PREMIUM PETITES
Registration Number:	1657828	SHORTCUTS
Registration Number:	1960105	TRAVELERS
Registration Number:	1700694	WM. BOLTHOUSE FARMS
Registration Number:	1644819	WM. BOLTHOUSE FARMS

**CORRESPONDENCE DATA**

Fax Number: 3128622200  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
Phone: 3128623312  
Email: patrick.lau@kirkland.com  
Correspondent Name: Kirkland & Ellis LLP  
Address Line 1: 300 North LaSalle  
Address Line 2: c/o Patrick Lau, Legal Assistant  
Address Line 4: Chicago, ILLINOIS 60654

ATTORNEY DOCKET NUMBER:	10095-5 PL PAYMENT 08/06
NAME OF SUBMITTER:	Patrick Lau
Signature:	/pl/
Date:	08/06/2012

**Total Attachments: 5**  
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**RELEASE OF SECURITY INTEREST  
IN TRADEMARK COLLATERAL (FIRST LIEN)**

This RELEASE, dated as of August 6, 2012 (this "Release"), is made by Credit Suisse AG, Cayman Islands Branch, as Collateral Agent ("Collateral Agent"), in favor of Wm. Bolthouse Farms, Inc., Bolthouse Juice Products, LLC, BF Bolthouse Holdco, LLC, Bolthouse Holding Corp., Bolthouse Juice Holdings, LLC and Fresh Logistics, LLC (each, a "Grantor" and collectively, the "Grantors") as follows:

**WITNESSETH**

WHEREAS, pursuant to the Amended and Restated U.S. Trademark Security Agreement (First Lien), dated February 11, 2010 (the "Security Agreement"), and recorded with The United States Patent and Trademark Office on March 10, 2010 at Reel/Frame No. 4164/0774 and Reel/Frame No. 4164/0746, Grantors granted Collateral Agent a security interest in and continuing lien on certain collateral pledged by Grantors described therein, including without limitation the United States trademark registrations set forth in Schedule A attached hereto (collectively, the "Trademark Collateral");

WHEREAS, Grantor has paid all of its outstanding indebtedness to Collateral Agent; and

WHEREAS, Grantors have requested that Collateral Agent release its security interest in and to and lien on the Trademark Collateral.

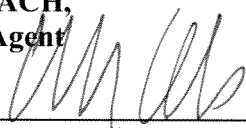
NOW, THEREFORE, Collateral Agent, without recourse, representation or warranty and at the Grantor's sole cost and expense, hereby terminates, cancels and releases any and all security interests it has against the Trademark Collateral.


Collateral Agent agrees to provide the Grantor with any information and additional authorization necessary to effect the release of Collateral Agent's security interest in the released Trademark Collateral without recourse, representation or warranty and at the Grantors' sole cost and expense.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, Collateral Agent has caused this Release to be duly executed and delivered by its duly authorized officer as of the date first written above.


**CREDIT SUISSE AG, CAYMAN ISLANDS BRANCH,  
as Collateral Agent**

By:   
Name: ROBERT HETU  
Title: MANAGING DIRECTOR

By:   
Name: Patrick L. Freytag  
Title: Associate

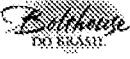





(Release of Security Interest in Trademark Collateral)


**SCHEDULE A  
TO  
RELEASE OF SECURITY INTEREST  
IN TRADEMARK COLLATERAL  
Reel/Frame: 4164/0774**

Mark	Application No. Filing Date	Registration No. Registration Date
AMAZING MANGO	77/406,488 2/26/08	3,584,377 3/3/09
BLUE GOODNESS	78/478,574 09/03/04	3,213,920 02/27/07
BOM DIA	78/697,153 08/22/05	3,681,534 09/08/09
CONQUER	77/579,533 9/26/08	3,703,177 10/27/09
GREEN GOODNESS	78/311,026 10/08/03	2,940,918 04/12/05
NUTRIENTS FOR VIBRANT HEALTH AND DESIGN 	77/123,361 3/6/07	3,338,971 11/20/07
PERFECTLY PROTEIN	78/311,018 10/08/03	3,130,549 08/15/06
TRANSCEND	77/579,528 9/26/08	3,703,176 10/27/09
VEDGE	76/387,963 03/28/02	2,835,112 04/20/04

**Reel/Frame: 4164/0746**

Mark	Application No. Filing Date	Registration No. Registration Date
BOLTHOUSE	77/143,469 3/29/07	3,439,232 6/3/08

Mark	Application No. Filing Date	Registration No. Registration Date
BOLTHOUSE DO BRASIL LTDA. AND DESIGN 	78/887,655 5/19/06	3,532,607 11/11/08
BOLTHOUSE FARMS	78/209,150 01/30/03	2,871,484 08/10/04
	78/209,338 01/31/03	2,934,040 03/15/05
BOM DIA (STYLIZED) 	77/025,133 10/19/06	3,686,456 9/22/09
CRAFTED BY NATURE, BOTTLED BY BOLTHOUSE	77/220,198 7/2/07	3,513,605 10/7/08
FRESH LOGISTICS	78/721,033 09/27/05	3,295,131 9/18/07
	78/736,921 10/20/05	3,220,790 3/20/07
FRESH-WAY	74/293,274 07/13/92	1,755,616 03/02/93
GRABBITS	75/090,264 04/18/96	2,057,183 04/29/97
HYDROBIND	76/395,121 04/12/02	2,784,853 11/18/03
	72/345,130 12/03/69	899,807 09/29/70
LOOK MOM!	76/130,028 09/18/00	2,506,212 11/13/01
	78/653,375 06/17/05	3,098,115 5/30/06
MERCER RANCH	78/653,445 06/17/05	3,098,120 5/30/06
PERFECTLY PROTEIN	78/736,810 10/20/05	3,287,016 8/28/07

Mark	Application No. Filing Date	Registration No. Registration Date
PREMIUM MATCHSTIX FRENCH-CUT COOKING CARROTS	78/951,499 8/14/06	3,256,053 6/26/07
PREMIUM PETITES	78/265,173 06/20/03	2,932,099 03/08/05
SHORTCUTS	74/013,793 12/26/89	1,657,828 09/17/91
TRAVELERS	74/639,993 02/24/95	1,960,105 03/05/96
	74/185,851 07/17/91	1,700,694 07/14/92
WM. BOLTHOUSE FARMS	74/015,335 01/02/90	1,644,819 05/14/91