

06-22-1998

COVER SHEET
S ONLY

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

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To the Honorable Commis

100743488

Record the attached original documents or copy thereof.

6-18-98
MAY

1. Name of conveying party(ies):

Compagnie Gervais Danone

- Individual(s)
- General Partnership
- Corporation-State
- Other Societe Anonyme of France
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: June 8, 1998

2. Name and address of receiving party(ies):

Name: Semoulerie De Bellevue

Internal Address: _____

Street Address: 4, Rue Boileau

City: 69006 Lyon, France State: _____ ZIP: _____

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other Societe Anonyme of France

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designations must be a separate document from Assignment)

Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark registration No.(s)

1,398,156
1,498,817

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Perla M. Kuhn, Esq.

Internal Address: 18th Floor

Hughes Hubbard & Reed LLP

Street Address: One Battery Park Plaza

City: New York State: NY ZIP: 10004

6. Total number of applications and registrations involved: _____

2

7. Total fee (37 CFR 3.41):..... \$ 65.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

08-3264

(Attach duplicate copy of this page if paying by deposit account)

06/19/1998 DCDATES 00000114 1398156

DO NOT USE THIS SPACE

01 FC:481
02 FC:482

40.00 OP
25.00 OP

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Barbara H. Loewenthal, Esq.
Name of Person Signing

Signature

June 17, 1998

Date

Total number of pages comprising cover sheet

6

REEL: 1743 FRAME: 0294

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Mark : PANZANI
Registration No. : 1,398,156
Dated : June 17, 1986
Class(es) : 30

POWER OF ATTORNEY

SIR:

In the matter of the above-identified application, Registrant hereby appoints PERLA M. KUHN, RONALD ABRAMSON, JAMES B. KOBAK, JR., RITA M. HAEUSLER, PETER M. LANGENBERG, NICOLAS SWERDLOFF, JULIUS RABINOWITZ, EDWIN C. BULLOCK, BARBARA H. LOEWENTHAL, PETER A. SULLIVAN and MONIQUE T. D. TRUONG of the law offices of HUGHES HUBBARD & REED LLP, One Battery Park Plaza, New York, NY 10004-1482, its attorneys to file this assignment with full power of substitution and revocation and to transact all business in the Patent Office in connection therewith.

APPOINTMENT OF DOMESTIC REPRESENTATIVE

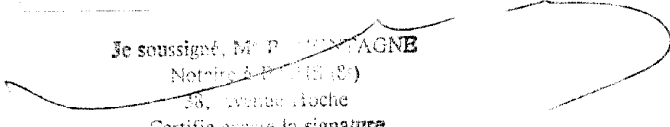
HUGHES HUBBARD & REED LLP, whose postal address is One Battery Park Plaza, New York, New York 10004 1482, United States of America, is hereby designated Registrant's representative upon whom notices of process in proceedings affecting the mark may be served.

COMPAGINE GERVAIS DANONE

By: 
Name: Perla M. Kuhn
Title: Attorney at Law

Dated: June 17, 1986

WS-NY980280-435


Je soussigné, M^r P. VIGNAGNE
Notaire A. P. (S)
38, Avenue Hoche
Certifie exacte la signature
ci-contre de Perla M. Kuhn
A Paris, le 17 Juin 1986

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

ASSIGNMENT NUNC PRO TUNC

WHEREAS, Compagnie Gervais Danone, a societe anonyme of France, having a place of business at 126-130, rue Jules Guesde, 92300 Levallois-Perret, has adopted, used and is using the marks that are the subject of application and registration in the United States Patent and Trademark Office as follows:

<u>MARK</u>	<u>REGISTRATION No</u>	<u>DATED</u>
PANZANI	1,398,156	06/17/86
PANZANI and Design	1,498,817	02/08/88

AND, WHEREAS, Semoulerie De Bellevue, a société anonyme of France, having a place of business at 4, rue Boileau, 69006 Lyon, France, has acquired the entire right, title and interest in and to the said marks, applications and registrations and any renewals that may be granted thereon, together with the goodwill of the business symbolized by the marks, and past common law causes of action as of November 28, 1997


NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Compagnie Gervais Danone hereby sells, assigns and transfers unto said Semoulerie De Bellevue, its successors and assigns, the entire right, title and interest in and to the said marks, application and registration and any renewal that may be granted thereon, together with the goodwill of the business symbolized by the mark and past common law causes of action;

W6-NY980760078

THAT, Christian Laubie was the General Director of Compagnie Gervais at the time the assignment was effected and was aware of the particulars of the assignment set forth above;

THAT, this assignment is being executed now in order to clarify the ownership of the aforementioned registrations, and to confirm that said Compagnie Gervais Danone did assign unto said Societe Semoulerie De Bellevue all rights, title and interest in and to the said marks, together with the good will associated by the marks, and the registrations thereof.

COMPAGNIE GERVAIS DANONE

By: 
 Name: Christian Laubie
 Title: Directeur General

Dated: 8 JUIN 1998

Je soussigné, M^e P. MONTAGNE
 Notaire à PARIS (3^e)
 38, Avenue Hoche

Certifie exacte la signature
 ci-contre de M^r Christian LAUBIE
 A Paris, le 8 Juin 1998

ACKNOWLEDGEMENT

STATE OF FRANCE)

) ss.:

COUNTY OF)

On this _____ day of 8 JUN 1998, 199_, before me personally came CHRISTIAN LAUBIE of COMPAGNIE GERVAIS DANONE to me known and known to me to be the individual described in and who executed the foregoing instrument and duly acknowledged to me that (s)he executed the same.

NOTARY PUBLIC

ATTESTATION

ETAT DE France

COMTE DE -

Ce 8.....ème jour de juin 1998, a comparu devant moi Monsieur Christian Laubie de Compagnie Gervais Danone qui m'est connu comme étant la personne mentionné au document annexé, qui l'a signé et qui m'a confirmé l'avoir signé.

Notaire

M. Patrick MONTAGNE
NOTAIRE ASSOCIÉ
38, avenue Hoche
75008 PARIS

W6-NY980760.078

TRADEMARK
REEL: 1743 FRAME: 0298

Hughes Hubbard & Reed LLP

One Battery Park Plaza
New York, New York 10004-1482
Telephone: 212-837-6000
Facsimile: 212-422-4726

June 17, 1998

EXPRESS MAIL CERTIFICATE

EXPRESS MAIL mailing label number EG514541804 US

Via Express Mail Certificate No.: EG514541804US

DATE OF DEPOSIT June 17, 1998

Commissioner of Patents
and Trademarks
Washington, DC 20231

I HEREBY CERTIFY THAT THIS PAPER OR FEE IS BEING DEPOSITED WITH THE UNITED STATES POSTAL SERVICE "EXPRESS MAIL POST OFFICE TO ADDRESSEE" SERVICE UNDER 37 CFR 1.10 ON THE DATE INDICATED ABOVE AND IS ADDRESSED TO ASSISTANT COMMISSIONER OF TRADEMARKS, 2900 CRYSTAL DRIVE, ARLINGTON, VA 22202-3613 Assignment Branch Washington, DC 20231.

Attn: Assignment Branch

ELAINE S PARKER
NAME
[Signature]
SIGNATURE

Re: Recordal of Assignment
From: Compagine Gervais Danone
To: Semoulerie De Bellevue
Marks: PANZANI - PANZANI and Design
Registration Nos.: 1,398,156 - 1,498,817
In the United States Patent and Trademark Office

Dear Sir:

Please proceed with recordal of the enclosed Assignment from Compagnie Gervais Danone to Semoulerie De Bellevue against the above-referenced trademark Registrations.

For this purpose, we enclose our check in the amount of \$65.00 to cover the required fee and a Recordation Form Cover Sheet.

We look forward to receiving the recorded Assignment document in due course.

Very truly yours,

[Signature]
Perla M. Kuhn

PMK/esp 070451.2800

Enclosure

W6-NY981680.325

47, Avenue Georges Mandel
75116 Paris, France
(33) (1) 44.05.80.00

1300 I Street, N.W.
Washington, D.C.
20005-3306
202-408-3600

350 South Grand Avenue
Los Angeles, CA
90071-3442
213-613-2800

201 South Biscayne Boulevard
Miami, FL
33131-4332
305-358-1666

TRADEMARK

RECORDED: 06/18/1998

REEL: 1743 FRAME: 0299