

06-22-1998

ONLY

JUN 18 1998

Tab settings → → → 7

To the Honorable Commis:

Record the attached original documents or copy thereof.

1. Name of conveying party(ies):

100743487

Name and address of receiving party(ies):

Compagnie Gervais Danone

Name: Liebig Maille Amora

Internal Address:

Street Address: 48, Quai Nicolas Rolin

City: 21000 Dijon, France State: ZIP:

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

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

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

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

3. Nature of conveyance:

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

Execution Date: June 8, 1998

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

A. Trademark Application No.(s)

75/080,486
75/084,023
75/085,336

B. Trademark registration No.(s)

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: 3

7. Total fee (37 CFR 3.41): \$ 90.00

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 00000111 75080486

DO NOT USE THIS SPACE

01 FC:481
02 FC:482

40.00 DP
50.00 DP

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: 0331

MMB 6-18-98

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Mark : MAILLE DIJONNAISE
Application No. : 75/080,486
Filed : March 29, 1996
Class(es) : 30

POWER OF ATTORNEY

SIR:

In the matter of the above-identified application, Applicant 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: Christian Laubie
Title: Directeur Général

Dated: _____

W6-NY980280.435

Je soussigné, M^e P. MONTAGNE
Notaire à PARIS (8^e)
38, Avenue Hoche

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

TRADEMARK
REEL: 1743 FRAME: 0332

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**ASSIGNMENT NUNC PRO TUNC OF APPLICATIONS
BASED ON INTENT TO USE**

WHEREAS, Compagnie Gervais Danone, a societe anonyme of France, with a principal place of business at 126-130, rue Jules Guesde, 92300 Levallois-Perret, France ("Assignor), has a bona fide intent to use the Marks MAILLE DIJONNAISE; MAILLE AND DESIGN; and, MAILLE DIJONNAISE AND DESIGN ("the Marks") in connection with the following goods and/or services:

Creamy Dijon mustard, in International Class 30.

WHEREAS, Assignor has applied to register the Marks on the Principal Register of the United States Patent and Trademark Office based on Assignor's bona fide intent to use the Marks in commerce in connection with the above-described goods and/or services, Application Serial Numbers 75/080,486 filed March 29, 1996; 75/084,023 filed April 4, 1996; and, 75/085,336 filed April 8, 1996; and

WHEREAS, Liebig Maille Amora, a societe anonyme of France, with a principal place of business at 48, quai Nicolas Rolin, 21000 Dijon, France ("Assignee"), acquired the business of Assignor (as of November 28, 1997) in connection with which Assignor has a bona fide intent to use the Marks and the above-described Applications;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers the Marks and the above-referenced Applications therefor, together with that portion of Assignor's business in connection with which it has a bona fide intent to use the Marks, and all of Assignor's rights therein, to Assignee;

THAT, Christian Laubie was the General Director of Compagnie Gervais Danone 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 Applications, and to confirm that said Compagnie Gervais Danone did assign unto said Liebig Maille Amora all rights, title and interest in and to the said Marks, together with the good will associated by the Marks, and the application/registration thereof.

COMPAGNIE GERVAIS DANONE

By: _____

Name: Christian Laubie

Title: Directeur Général

Dated: 8 JUN 1998

Je soussigné, M^e P. MONTAGNE
 Notaire à PARIS (8^e)
 38, Avenue Hoche
 Certifie exacte la signature
 ci-contre de M^l Christian LAUBIE
 A Paris, le 8 Juin 1998

ACKNOWLEDGEMENT

STATE OF FRANCE)

) ss :

COUNTY OF)

On this _____ day of 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