

FORM PTO-1594
1-31-92

07-29-1998



U.S. DEPARTMENT OF COMMERCE
Patents and Trademark Office
JUL 27 1998
attached original documents or copy thereof.

Tab sections 000
To the Honorable Commission

100778399

MRD 7-22-98

1. Name of conveying party(ies):
American Dairy Association
& Dairy Council Mid East
 Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State Ohio
 Other
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):
Name: Dairy Farmers of America, Inc.
Internal Address:
Street Address: 8257 Dow Circle
P.O. Box 368017
City Strongsville State Ohio ZIP 44136
 Individual(s) citizenship
 Association
 General Partnership
 Limited Partnership
 Corporation-State
 Other
If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designation must be a separate document from Assignment)
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other
Execution Date: June 29, 1998

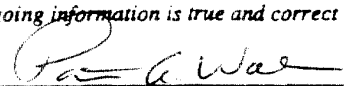
4. Application number(s) or registration number(s):
A. Trademark Application No.(s)
B. Trademark registration No.(s)
2,076,313
Additional numbers attached? Yes No

6. Total number of applications and registrations involved: 7

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Walker & Jocke
Internal Address: Patricia A. Walker, Esq.
Street Address: 231 South Broadway
City: Medina State: Ohio ZIP 44256

7. Total fee (37 CFR 3.41): \$ 190
 Enclosed
 Authorized to be charged to deposit account
8. Deposit account number: 10-0637
(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

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.
Patricia A. Walker  July 22, 1998
Name of Person Signing Signature Date
07/28/1998 DNGUYEN 00000266 100637 2076313
Total number of pages comprising cover sheet: 2

07/28/1998 DNGUYEN 00000266 100637 2076313
01 FC:48 40.00 CH
02 FC:48 150.00 CH
OMB No. 0691-0011 (exp. 4/94)

Do not detach this portion
Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents and Trademarks
Box Assignments
Washington, D.C. 20231
Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project, (0651-0011), Washington, D.C. 20503
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RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

Conveying Party: American Dairy Association & Dairy Council Mid East

Receiving Party: Dairy Farmers of America, Inc.

Continuation of Item 4

Trademark Registration No(s).

2,076,449

2,076,463

2,080,207

2,084,889

2,102,273

2,104,128

Trademark Assignment

This Trademark Assignment is made and entered by and between American Dairy Association & Dairy Council Mid East ("Assignor") and Dairy Farmers of America, Inc. ("Assignee").

In consideration of good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee the entire right, title and interest in and to the marks set forth below together with the goodwill of the business in connection with which the marks are used, and all applications for registration and registrations therefor in the United States, its territories and possessions, as well as throughout the world, as well as any registrations that are or which may be secured for such marks, and requests that the United States Trademark Office record Assignee as the owner thereof.

Registered Marks

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
MOO KOOLER	2,076,313	July 1, 1997
VANILLAZILLA	2,076,449	July 1, 1997
MOO KOOLER ORANGESLIDE	2,076,463	July 1, 1997
CHOCOBOOM	2,080,207	July 15, 1997
CHOCOKOOL	2,084,889	July 29, 1997
MOO KOOLER and Design	2,102,273	September 30, 1997
MOO KOOLER CLASSICCOW	2,104,128	October 7, 1997

Marks Pending Registration

<u>Mark</u>	<u>Application No.</u>	<u>Filing Date</u>
STRAWBERRY BLAST	75-242,642	February 18, 1997
KOOKIESCREAM	75-332,983	July 30, 1997

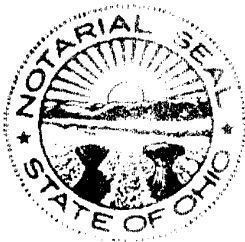
IN WITNESS WHEREOF, the Assignor has executed this document this 29 day of June 1998.

**AMERICAN DAIRY ASSOCIATION
& DAIRY COUNCIL MID EAST**

By: Scott E. Higgins CEO
(Name) (Title)

STATE OF OHIO)
)) ss
COUNTY OF FRANKLIN)

Sworn to before me and subscribed in my presence this 29 day of June 1998.



DAVID J. ARTER
Notary Public, State of Ohio
My Commission Expires
11-21-01

David J. Arter
Notary Public
My Commission Expires: 11-21-01