

Client C

10-09-1998

MRD 10-2-98

APPLICATION FORM COVER SHEET
TRADEMARKS ONLY



TO THE

100847876

TRADEMARKS: Please record the attached original documents or copy thereof

RECEIVED
1998 OCT -2 PM 2:12
OPPD FINANCE

1. Name of conveying party(ies): (If multiple assignors, list numerically)

KEY INGREDIENTS, INC.

- Individual
- Association
- General Partnership
- Limited Partnership
- Corporation - State of Delaware
- Other:

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

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

Name: NEW ZEALAND DAIRY BOARD
Internal Address: Pastoral House
Street Address: 25 The Terrace
City: Wellington State: New Zealand ZIP:

- Individual
- Association
- General Partnership
- Limited Partnership
- Corporation - State
- Other: A body constituted under the Dairy Board Act of 1961 of New Zealand

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) and address(es) attached?
 Yes No

3. Nature of conveyance:

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

Execution Date: (If multiple assignors, list execution dates in numerical order corresponding to numbers indicated in 1 above) July 31, 1998

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

- a. Trademark Application No(s):
- b. Trademark Registration No(s):
1,750,271 1,755,575 1,799,514 1,706,995

Additional numbers attached? Yes No

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

Name: Thomas F. Smegal, Jr.
KNOBBE, MARTENS, OLSON & BEAR, LLP
Customer No. 20,995
Internal Address: Sixteenth Floor
Street Address: 620 Newport Center Drive
City: Newport Beach State: CA ZIP: 92660
Attorney's Docket No.: DAIRY10.001TUS-
DAIRY13.001TUS

7. Total fee (37 CFR 3.41): \$160.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: 11-1410

Please charge this account for any additional fees which may be required, or credit any overpayment to this account.

6. Total number of applications and registrations involved:
Four (4)

(10/06/1998 DNGUYEN 00000172 1750271)
01 FC:481 40.00 DP
02 FC:482 75.00 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.

Thomas F. Smegal, Jr.
Name of Person Signing

Signature

9/30/98
Date

Total number of pages including cover sheet, attachments and document: 8

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks
Box Assignments
Washington, D.C. 20231

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092598

TRADEMARK
REEL: 1797 FRAME: 0377

IN THE UNITED STATES PATENT AND TRADE MARK OFFICE

Registrant: New Zealand Dairy Board
Mark: XXX
Registration Number: 1755575
Registration Date: 2 March 1993

APPOINTMENT OF DOMESTIC REPRESENTATIVE

New Zealand Dairy Board, a body constituted under the Dairy Board Act of 1961 of New Zealand, having a place of business at Pastoral House, 25 The Terrace, Wellington, New Zealand, hereby appoints Marguerite L. Gunns, of Knobbe, Martens, Olson & Bear, LLP, 620 Newport Center Drive, Sixteenth Floor, Newport Beach, California 92660, United States of America, as its domestic representative upon whom notice or process in proceedings affecting the mark may be served.

NEW ZEALAND DAIRY BOARD

Dated: 12 August 1998

By: Mary D. Hamilton
Mary Douglas Hamilton
Assistant Secretary

IN THE UNITED STATES PATENT AND TRADE MARK OFFICE

Registrant: New Zealand Dairy Board
Mark: SUPERNATURAL
Registration Number: 1799514
Registration Date: 19 October 1993

APPOINTMENT OF DOMESTIC REPRESENTATIVE

New Zealand Dairy Board, a body constituted under the Dairy Board Act of 1961 of New Zealand, having a place of business at Pastoral House, 25 The Terrace, Wellington, New Zealand, hereby appoints Marguerite L. Gunns, of Knobbe, Martens, Olson & Bear, LLP, 620 Newport Center Drive, Sixteenth Floor, Newport Beach, California 92660, United States of America, as its domestic representative upon whom notice or process in proceedings affecting the mark may be served.

NEW ZEALAND DAIRY BOARD

Dated: 12 August 1998

By: Mary D. Hamilton
Mary Douglas Hamilton
Assistant Secretary

IN THE UNITED STATES PATENT AND TRADE MARK OFFICE

Registrant: New Zealand Dairy Board
Mark: XXX SUPERNATURAL
Registration Number: 1706995
Registration Date: 11 August 1992

APPOINTMENT OF DOMESTIC REPRESENTATIVE

New Zealand Dairy Board, a body constituted under the Dairy Board Act of 1961 of New Zealand, having a place of business at Pastoral House, 25 The Terrace, Wellington, New Zealand, hereby appoints Marguerite L. Gunns, of Knobbe, Martens, Olson & Bear, LLP, 620 Newport Center Drive, Sixteenth Floor, Newport Beach, California 92660, United States of America, as its domestic representative upon whom notice or process in proceedings affecting the mark may be served.

NEW ZEALAND DAIRY BOARD

Dated: 12 August 1998

By: Mary D. Hamilton
Mary Douglas Hamilton
Assistant Secretary

IN THE UNITED STATES PATENT AND TRADE MARK OFFICE

Registrant: New Zealand Dairy Board
Mark: KEY INGREDIENTS & Device
Registration Number: 1750271
Registration Date: 2 February 1993

APPOINTMENT OF DOMESTIC REPRESENTATIVE

New Zealand Dairy Board, a body constituted under the Dairy Board Act of 1961 of New Zealand, having a place of business at Pastoral House, 25 The Terrace, Wellington, New Zealand, hereby appoints Marguerite L. Gunns, of Knobbe, Martens, Olson & Bear, LLP, 620 Newport Center Drive, Sixteenth Floor, Newport Beach, California 92660, United States of America, as its domestic representative upon whom notice or process in proceedings affecting the mark may be served.

NEW ZEALAND DAIRY BOARD

Dated: 12 August 1998

By: Mary D. Hamilton
Mary Douglas Hamilton
Assistant Secretary

**U S TRADE MARK
ASSIGNMENT**

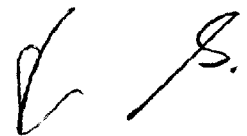
WHEREAS, KEY INGREDIENTS, INC., a corporation organised and existing under the laws of the State of Delaware, United States of America and having a place of business of 802 South 16th Street, Harrisburgh, Pennsylvania 17104, United States of America is the owner of the following trade marks and registrations therefor in the United States Patent and Trade Mark Office:-

<u>Mark</u>	<u>Number</u>	<u>Class</u>
KEY INGREDIENTS & Device	1750271	29
XXX	1755575	29
SUPERNATURAL	1799514	29
XXX SUPERNATURAL	1706995	29

AND WHEREAS, NEW ZEALAND DAIRY BOARD, a body constituted under the Dairy Board Act of 1961 of New Zealand and having a place of business at Pastoral House, 25 The Terrace, Wellington, New Zealand, is desirous of acquiring the marks and the registrations therefor;

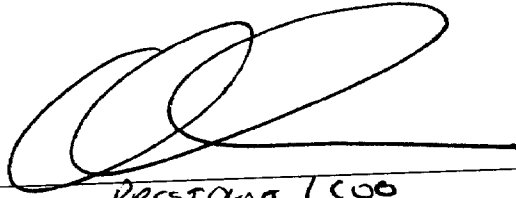
NOW, THEREFORE, in consideration of the sum of Five Dollars (\$5.00) and other good and valuable consideration, the receipt of which is hereby acknowledged,

KEY INGREDIENTS, INC., does hereby sell, assign and transfer to NEW ZEALAND DAIRY BOARD, and its successors and assigns, all right, title and interest in and to the marks, together with the goodwill of the business symbolised by the marks, the above identified



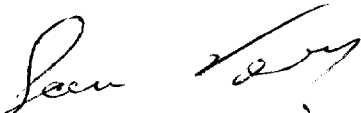
registrations therefor and the right to sue for past infringement thereof.

KEY INGREDIENTS, INC.

By: 
Title: PRESIDENT / COO

STATE OF }
COUNTY OF } NEW ZEALAND

On this 31st day of July 1998, before me personally appeared ALLAN LEONARD BURTON, the person who signed this instrument on behalf of KEY INGREDIENTS, INC. who acknowledged to me (s) he signed it on behalf of the corporation as an authorised signatory thereof and that (s) he has the authority to sign the instrument on behalf of the corporation.



Notary Public

A.M. PERRY
Notary Public
Wellington
New Zealand

