



100861931

TO THE ASSISTANT COMMISSIONER OF PATENTS AND TRADEMARKS: Please record the attached original documents or copy thereof.

MRD 10-17-98

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

The New Zealand Rennet Company Limited

- Individual
- Association
- General Partnership
- Limited Partnership
- Corporation - State New Zealand
- 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:

Street Address: 25 The Terrace

City: Wellington State: New Zealand ZIP:

- Individual
- Association
- General Partnership
- Limited Partnership
- Corporation - State New Zealand
- Other:

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) August 1, 1997

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

a. Trademark Application No(s):

b. Trademark Registration No(s):

1,758,514

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.: DAIRY18.001TUS

7. Total fee (37 CFR 3.41): \$40.00

- 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:  
One

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

12 OCTOBER 1998  
Date

Total number of pages including cover sheet, attachments and document: 7

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

10/27/1998 JUTKINS 00000162 1758514

01 FC:481

40.00 DP

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

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100998

**TRADEMARK**  
**REEL: 1804 FRAME: 0717**

THE NEW ZEALAND RENNET COMPANY LIMITED

AND

NEW ZEALAND DAIRY BOARD

**DEED OF ASSIGNMENT  
OF TRADE MARKS**

CERTIFIED TO BE A TRUE COPY

A.J. PARK & SON

PER 

AGENTS FOR THE APPLICANTS



TRADEMARK  
REEL: 1804 FRAME: 0718

**BETWEEN** **THE NEW ZEALAND RENNET COMPANY LIMITED** a company at Eltham, Taranaki, New Zealand ("the Assignor")

**AND** **NEW ZEALAND DAIRY BOARD** a body corporate at 25 the Terrace, Wellington, New Zealand ("the Assignee")

**RECITALS**

- A. The Assignor is the proprietor of the trade marks (including applications for registration and all right, title and interest to the trade marks), particulars of the current registration of which are set out in the Schedule hereto (hereinafter referred to as "the Trade Marks").
- B. The Assignor has agreed to assign to the Assignee the Trade Marks and all rights in and to the Trade Marks for the consideration hereinafter appearing.

**NOW THIS DEED WITNESSES:**

1. In consideration of the sum of \$1.00 paid to the Assignor by the Assignee (the receipt of which is hereby acknowledged) the Assignor **HEREBY ASSIGNS TRANSFERS AND SETS OVER** to the Assignee all the right title and interest in the Trade Marks and the registrations thereof including all common law rights connected therewith to hold, use, exercise and enjoy to and for the Assignee absolutely.
2. The Assignor shall at the request of the Assignee execute and do or cause to be executed and done all such further reasonable acts, deeds, instruments, assurances and other things as shall be required by the Assignee for giving the Assignee the full benefit of this Assignment.

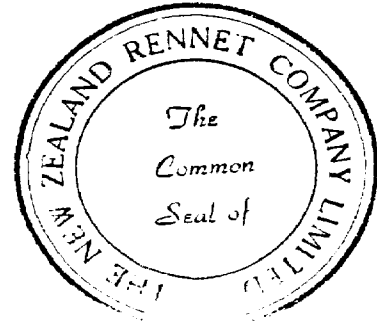
3. **EXECUTION**

This Deed may be executed:

- (a) in two or more counterparts both or all of which shall be deemed originals but which together constitute one and the same instrument;  
or
- (b) by facsimile copies signed by the Parties provided that forthwith after transmission of the executed Deed each Party will forward to the other the original executed copies for the purposes of forming the counterparts referred to in para (a) above.

IN WITNESS WHEREOF the Parties hereto have executed this Deed the day and year hereinbefore written.

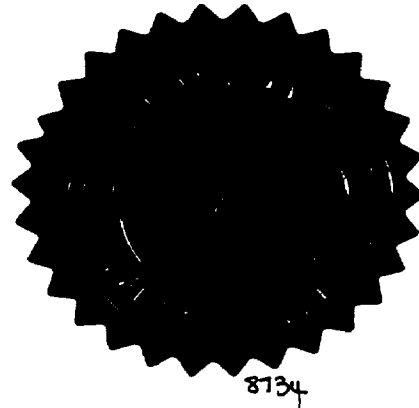
THE COMMON SEAL of )  
THE NEW ZEALAND RENNET COMPANY )  
LIMITED was hereunto affixed )  
in the presence of )



[Signature] Director

[Signature] Director/Secretary

THE COMMON SEAL of NEW )  
ZEALAND DAIRY BOARD was )  
hereunto affixed in the )  
presence of: )



[Signature] Director

[Signature] Director

[Signature] Secretary

**SCHEDULE**

**The Trade Marks**

**THE TRADE MARK:      FERNDALE**

<b><u>Trade Mark</u></b>	<b><u>Registration No</u></b>	<b><u>Class</u></b>
<b>FERNDALE</b>	AUS/A477012	29
<b>FERNDALE</b>	NZ/174700	29
<b>FERNDALE</b>	USA/1758514	29

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1 June 1995

**IN THE UNITED STATES PATENT AND TRADE MARK OFFICE**

Registrant: New Zealand Dairy Board  
Mark: FERNDALE  
Registration Number: 1758514  
Registration Date: 16 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 Thomas F. Smegal, Jr. of Knobbe Martens, Olson & Bear, LLP, 620 Newport Center Drive, Newport Beach, California 92660, is hereby designated Applicant's representative upon whom notices of proceedings affecting the mark may be served.

NEW ZEALAND DAIRY BOARD

Dated: 17 September 1998

By: Mary D. Hamilton

Name: Mary Douglas Hamilton

Title: Assistant Secretary