



04-07-1999

D

03-25-1999

mission:

party(i



attached original documents or copy thereof.

Address of receiving party(ies):

101002932

Fuller Life, Inc.

McKee Foods Corporation  
P.O. Box 2178  
Collegedale, TN 37315

Internal Address: \_\_\_\_\_

Street Address: 1628 Robert C. Jackson Drive

City: Maryville State: TN ZIP: 37801

- Individual(s)
- General Partnership
- Corporation-State of Tennessee
- Other \_\_\_\_\_

- Association
- Limited Partnership

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation-State Tennessee
- Other \_\_\_\_\_

Additional name(s) and address(es) 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)

3. Nature of conveyance:

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

Execution Date: March 23, 1999

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

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

A. Trademark Application No.(s)  
74/561,177; 75/460,479; 75/534,729

B. Trademark Registration No.(s)  
2,051,224; 1,844,585; 1,828,468; 2,143,309

Additional numbers attached?  Yes  No

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

Name: Jocelyn G. Bolling

Internal Address: Dorsey & Whitney LLP

Suite 200

Street Address: 1330 Connecticut Avenue NW

City: Washington State DC ZIP: 20036

6. Total number of applications and registrations involved: seven

7. Total fee (37 CFR 3.41): ..... \$ 190

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: \_\_\_\_\_

(For Any Deficiency) 04-1425

(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.

Jocelyn G. Bolling

March 25, 1999

Name of Person Signing

Signature

Date

04/06/1999 DANGUYEN 00000197 2051224

Total number of pages comprising cover sheet:       

01 FC:481  
02 FC:482

40.00 OP  
150.00 OP  
OMB No. 0651-0011 (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 Budget, Paperwork Reduction Project (0651-0011), Washington, D.C. 20503.

**TRADEMARK**

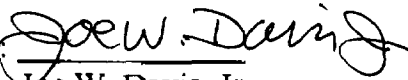
ASSIGNMENT

WHEREAS, McKee Foods Corporation, a Tennessee corporation with an address at P.O. Box 2178, Collegedale, Tennessee 37315-2178 ("Assignor"), is the owner of the trademarks listed on Schedule A (the "Marks"); and

WHEREAS, Fuller Life, Inc. a Tennessee corporation located at 1628 Robert C. Jackson Drive, Maryville, Tennessee 37801 ("Assignee") is desirous of acquiring all of Assignor's worldwide rights in and to the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby irrevocably assigns to the Assignee all of its worldwide right, title and interest in and to the Marks, including U.S. Registrations, together with the goodwill of the business symbolized thereby or in the case of any application under §1(b) of the Trademark Act for which a verified statement of use has not yet been filed, assignment is to a successor to the business of the applicant or the portion of the business to which the mark pertains.

MCKEE FOODS CORPORATION

By:   
Joe W. Davis, Jr.  
Vice President

Date: 3/23/99

SCHEDULE A

| <i>United States<br/>Trademark</i> | <i>Serial No. Or Registration<br/>No.</i> | <i>Class</i> |
|------------------------------------|---|--------------|
| INSTEAD OF MILK & Design           | 2,051,224                                 | 29           |
| NATURALLY TOFU                     | 1,844,585                                 | 30           |
| BETTER THAN MILK?                  | 1,828,468                                 | 30           |
| BETTER THAN ICE CREME?             | 74/561,177                                | 30           |
| INSTEAD OF YOGURT!                 | 2,143,309                                 | 30           |
| SOY AMAZING                        | 75/460,479                                | 29           |
| RICE AMAZING                       | 75/534,729                                | 32           |