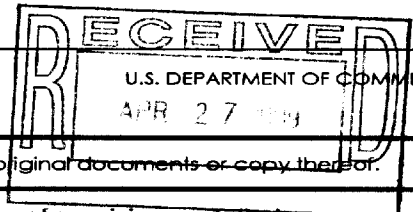


MPD
4-27-99

05-07-1999



To the Honorable Commissioner of Patents and Trademarks 101031167

of original documents or copy thereof.

1. Name of conveying party(ies):
 Wells' Dairy, Inc.
 One Blue Bunny Drive, LeMars, IA 51031

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State Iowa
 Other _____

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

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

Name: Société des Produits Nestlé S.A.

Internal Address: _____

Street Address: Case postale 353

City: 1800 Vevey Country: Switzerland ZIP: _____

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: February 19, 1999

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State _____
 Other Switzerland Corporation

If assignee is not domiciled in the United States, a domestic representative designation is attached:
 Yes No

Additional name(s) & Address(es) attached?
 Yes No

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s)

Additional numbers attached? Yes No

B. Trademark No.(s)
1,911,611

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

Name: Robert H. Sanders

Internal Address: c/o Nestle USA, Inc.

Street Address: 800 North Brand Blvd. - 20th Floor

City: Glendale State: CA ZIP: 91203

6. Total number of applications and registrations involved: 1

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

Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:
03-0775

05/06/1999 JSHADAZZ 00000008 030775 1911611 DO NOT USE THIS SPACE
 01 EC:4A1 (40.00 CH)

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.

Robert H. Sanders  April 22, 1999
 Name of Person Signing Signature Date

Total number of pages comprising cover sheet: 3

OMB No. 0651-0011 (exp. 4/94)

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**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.

DESIGNATION OF DOMESTIC REPRESENTATIVE

MARK: MISSILE POPS

REGISTRATION NO. 1,911,611 DATED: August 15, 1995

REGISTRANT: Societe des Produits Nestle S.A.

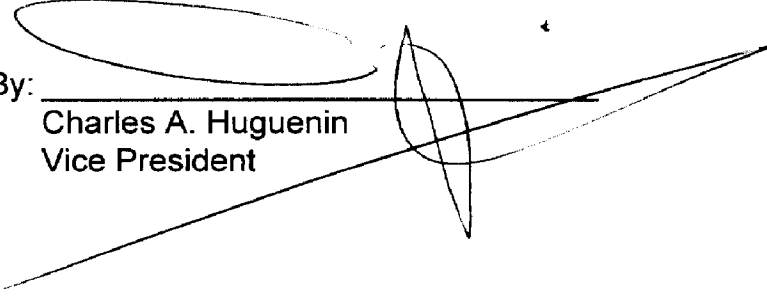
Nestle USA, Inc. whose postal address is:

NESTLE USA, INC.
LEGAL DEPT. TRADEMARK SERVICE
800 NORTH BRAND BOULEVARD
GLENDALE, CALIFORNIA 91203

is hereby designated applicant's representative upon whom notice or process in proceedings affecting the mark may be served.

SOCIETE DES PRODUITS NESTLE S.A.

By: _____
Charles A. Huguenin
Vice President



Dated: 12 April 1999

ASSIGNMENT

WHEREAS, Wells' Dairy, Inc., an Iowa corporation, having a principal business address at One Blue Bunny Drive, LeMars, Iowa 51031 (hereinafter "Assignor") has adopted and used the following registered trademark (hereinafter the "Trademark"):


<u>Mark</u>	<u>Registration No.</u>	<u>Reg. Date</u>
MISSILE POPS	1911611	August 15, 1995

which is registered in the United States Patent and Trademark Office and assigned the registration number and date of registration as indicated above;

WHEREAS, Societe des Produits Nestle S.A., a Switzerland corporation, having a principal business address at Case Postale 353, 1800 Vevey, Switzerland (hereinafter "Assignee") is desirous of acquiring the Trademark, the U.S. registration therefor, and the goodwill of the business symbolized by the Trademark;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee, all of its right, title and interest in and to the said Trademark, together with the good will of the business symbolized by the Trademark, and the above-identified registration thereof.

WELLS' DAIRY, INC., Assignor

By: 

DANIEL W. WELLS
Senior Vice President and Treasurer

Date: 2-19-99