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OPR/FINANCE

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RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)  
Document ID # 101224490
- Correction of PTO Error  
Reel # [ ] Frame # [ ]
- Corrective Document  
Reel # 001919 Frame # 0700

Conveyance Type

- Assignment  License
- Security Agreement  Nunc Pro Tunc Assignment  
Effective Date  
Month Day Year [ ] [ ] [ ]
- Merger
- Change of Name
- Other [ ]

Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

Name Alta-Dena Certified Dairy

4/30/99

Formerly [ ]

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other [ ]
- Citizenship/State of Incorporation/Organization [ ]

Receiving Party

Mark if additional names of receiving parties attached

Name Dean Foods Company

DBA/AK/A/T/A [ ]

Composed of [ ]

Address (line 1) 3600 N. River Road

Address (line 2) [ ]

Address (line 3) Franklin Park

IL

60131

- Individual  General Partnership  Limited Partnership
- Corporation  Association
- Other [ ]
- Citizenship/State of Incorporation/Organization [ ]

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

04/10/2000 DCOATES 00000359 2021379

FOR OFFICE USE ONLY

01 FC:481

40.00 OP

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK  
REEL: 002045 FRAME: 0653

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number

(847) 233-5230

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments.

#

3

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

**Trademark Application Number(s)**

**Registration Number(s)**

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

<input type="text" value="2,021,379"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

**Number of Properties**

Enter the total number of properties involved.

#

1

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$

40.00

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes

No

**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. Charges to deposit account are authorized, as indicated herein.

Lynn B. Wisser

Name of Person Signing

*Lynn B Wisser*

Signature

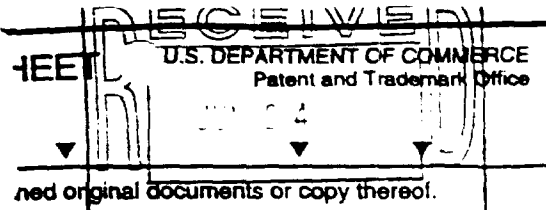
2/21/00

Date Signed

MRD

REC

01-21-2000



101224490

Tab settings

To the Honorable Commissioner of Patents

Send original documents or copy thereof.

1. Name of conveying party(ies):

Alta-Dena Certified Dairy, Inc.  
17637 Valley Boulevard  
City of Industry, CA 91747

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

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

3. Nature of conveyance:

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

Execution Date: April 30, 1999

2. Name and address of receiving party(ies)

Name: Dean Foods Company

Internal Address:

Street Address: 3600 N. River Road

City: Franklin Park State: IL ZIP: 60131

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

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

(Designations must be a separate document from assignment)

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

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

A. Trademark Application No.(s)

75/660,198  
75/242,896

B. Trademark Registration No.(s)

1,849,494  
1,827,008

Additional numbers attached?  Yes  No

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

Name: Lynn B. Wisser

Internal Address:

Dean Foods Company

Street Address: 3600 N. River Road

City: Franklin Park State: IL ZIP: 60131

6. Total number of applications and registrations involved: 38

7. Total fee (37 CFR 3.41).....\$ 965.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

06/25/1999 KTHAI1 00000263 75660198

DO NOT USE THIS SPACE

01 FC-181 40.00 DP  
02 FC-182 925.00 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.

Lynn B. Wisser  
Name of Person Signing

*Lynn B. Wisser*  
Signature

June 21, 1999  
Date

Total number of pages including cover sheet, attachments, and document: 6

ASSIGNMENT OF TRADEMARKS

WHEREAS, Alta-Dena Certified Dairy, Inc., a California corporation ("Alta"), having its principal place of business at 17637 Valley Boulevard, City of Industry, California 91747, is the owner of the trademark registrations identified on Exhibit A, attached hereto and incorporated herein (the "Registrations").

WHEREAS, Alta has made application to the United States Patent and Trademark Office to register certain trademarks, identified on Exhibit A, on the Principal Register of the United States Patent and Trademark Office, based upon its use or *bona fide* intention to use said marks in interstate commerce (the "Applications").

WHEREAS, Dean Foods Company ("Dean"), having its principal place of business at 3600 North River Road, Franklin Park, Illinois 60131, is desirous of acquiring all of the right, title and interest in and to the Registrations and Applications (collectively, the "Trademarks") identified on Exhibit A.

WHEREAS, Dean has acquired the assets and certain liabilities of the business of Alta including the portion of Alta's business to which the Trademarks identified on Exhibit A pertain, and that business is ongoing and existing for purposes of 15 U.S.C. §1060.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Alta does hereby assign unto Dean all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and registrations thereof.

IN WITNESS WHEREOF, Alta has executed this Assignment on the 30 day of April, 1999.

ALTA-DENA CERTIFIED DAIRY, INC.

By: [Signature]  
Its: Corp Secy

State of California )  
) ss.  
County of Orange )

On this 30th day of April, 1999, before me appeared [Signature] the person who signed this instrument, who acknowledged that he signed it as his free act on behalf of Alta-Dena Certified Dairy, Inc.

[Signature]  
Notary Public  
My Commission Expires: 7/16/2000  
176414174C/ALTA2288

## EXHIBIT "A"

TRADEMARK	SERIAL NO.	FILING DATE	REG. NO.	REG. DATE
Alta Dena & Design	75-660,198	March 15, 1999		
Alta Dena Gourmet Select	75-242,896	February 18, 1997		
Alta Dena Gourmet Select	75-243,440	February 18, 1997		
Alta Dena Healthy Select	75-242,897	February 18, 1997		
Alta Dena Healthy Select	75-242,869	February 18, 1997		
Decadent Temptations	74-499,761	March 14, 1997		
Eatables	75-147,035	August 8, 1996		
Lifestage	74-716,514	August 16, 1995		
Z-One	75-259,847	March 19, 1997		
Z-One	75-259,801	March 19, 1997		
A.M. Complete	74-198,054	August 26, 1991	1,849,494	August 9, 1994
Alta Dena Certified Dairy & Design	74-340,935	December 17, 1992	1,827,008	March 15, 1994
Alta Dena Certified Organic & Design	75-148,725	August 12, 1996	2,069,971	June 10, 1997
Alta Dena Express	75-032,412	December 14, 1995	2,120,365	December 9, 1997
Alta Dena Natural Select	74-644,403	March 10, 1995	2,021,379	December 3, 1996
Alta Dena Natural Select & Design	75-147,039	August 8, 1996	2,091,094	August 26, 1997
Alta Dena Pure. . . Wholesome.Good.	75-115,714	June 7, 1996	2,171,705	July 7, 1998
Alta-Dena	74-225,001	November 25, 1991	1,711,969	September 1, 1992
Alta-Dena	74-225,300	November 25, 1991	1,713,989	September 8, 1992
Anytime Complete	74-377,629	April 12, 1993	1,879,093	February 14, 1995
Apricot Mango Montego	74-360,766	February 22, 1993	1,828,982	March 29, 1994
Beach Banana	74-360,754	February 22, 1993	1,898,239	June 6, 1995
Caribbean Chill	74-332,401	November 18, 1992	1,839,058	June 7, 1994
Cinnamon, Mon	74-361,090	February 22, 1993	1,866,520	December 6, 1994

TRADEMARK

REEL: 002045 FRAME: 0657

**EXHIBIT "A"**  
(Cont'd)

<b>TRADEMARK</b>	<b>SERIAL NO.</b>	<b>FILING DATE</b>	<b>REG. NO.</b>	<b>REG. DATE</b>
Fresh From a Land Called Alta Dena	74-707,085	July 28, 1995	1,998,170	September 3, 1996
Grand Cayman Cheesecake	74-360,564	February 22, 1993	1,865,369	November 29, 1994
Lowfat Plus	74-300,326	August 3, 1992	1,785,702	August 3, 1993
Maya Yogurt	74-424,706	August 16, 1993	1,862,640	November 15, 1994
Meal Complete	74-373,764	March 31, 1993	1,870,313	December 27, 1994
P.M. Complete	74-378,724	April 14, 1993	1,870,314	December 27, 1994
Reggae Raspberry	74-360,767	February 22, 1993	1,828,983	March 29, 1994
The Deliciously Fat Free, Naturally Healthy Snack	75-099,532	May 6, 1996	2,098,452	September 16, 1997
Touch of Honey	75-013,798	November 2, 1995	2,200,089	October 27, 1998
West Palm Peach	74-361,080	February 22, 1993	1,866,519	December 6, 1994
Yogurt Drinkables	75-013,777	November 2, 1995	2,116,720	November 25, 1997
Alta Dena & Design	74-222,418	November 18, 1991	1,716,122	September 15, 1992
Alta-Dena & Design	74-224,707	November 25, 1991	1,720,502	September 29, 1992
Alta-Dena & Design	74-231,846	December 19, 1991	1,757,074	March 9, 1993

ATTACHMENT TO  
RECORDATION FORM COVER SHEET

TRADEMARK APPLICATION NO.

TRADEMARK REGISTRATION NO.

75/243,440	2,069,971
75/242,897	2,120,365
75/242,869	2,021,579
74/499,761	2,091,094
75/147,035	2,171,705
74/716,514	1,711,969
75/259,847	1,713,989
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	1,828,983
	2,098,452
	2,200,089
	1,866,519
	2,116,720
	1,716,122
	1,720,502
	1,757,074

*incorrect reg. no.  
Should be 2,021,379*

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ALTA-DENA CERTIFIED DAIRY, INC.

By: [Signature]  
Its: Corp Secy

State of California )  
 ) ss.  
County of San Diego )

On this 30 day of April, 1999, before me appeared [Signature] the person who signed this instrument, who acknowledged that he signed it as his free act on behalf of Alta-Dena Certified Dairy, Inc.

[Signature]  
Notary Public  
My Commission Expires: [Signature]  
bysrum:ec:alta:esg



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TRADEMARK

REEL: 002045 FRAME: 0661

**EXHIBIT "A"**  
(Cont'd)

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Maya Yogurt	74-424,706	August 16, 1993	1,862,640	November 15, 1994
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TRADEMARK