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attached original documents or copy thereof.

1. Name of conveying party(ies):

Matterhorn Ice Cream Company

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

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

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

Name: Matterhorn Ice Cream, Inc.

Internal Address: _____

Street Address: 2943 Eastern Avenue

City: Cincinnati State: OH ZIP: 45226

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Ohio
- 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) & address(es) attached? Yes No

3. Nature of conveyance:

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

Execution Date: March 27, 2000

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

A. Trademark Application No.(s) 75/647,012
75,617,526
75,894,134

B. Trademark registration No.(s)

1,946,805
1,945,693
1,958,684

Additional numbers attached? Yes No

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

Name: Richardson and Folise

Internal Address: _____

Street Address: 1200 Fifth Avenue, Ste. 1801

City: Seattle State: WA ZIP: 98101

6. Total number of applications and registrations involved: _____

6

7. Total fee (37 CFR 3.41):..... \$ 240.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

18-1355

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

05/01/2000 DNGUYEN 00000174 75647012

DO NOT USE THIS SPACE

01 FC:481 40.00 OP
 02 FC:482 125.00 OP

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.

Michael J. Folise
Name of Person Signing

Signature

3/27/2000
Date

Total number of pages comprising copy sheet: _____

1

TRADEMARK

ASSIGNMENT OF TRADEMARKS

ASSIGNMENT, dated the 1st day of November, 1999.

WHEREAS, Matterhorn Ice Cream Company (hereinafter referred to as ASSIGNOR), an Idaho corporation, is the owner of rights in trademarks in the United States, and in foreign countries where rights for such trademarks have been established by use, of United States applications for trademark registration and trademark registrations and of foreign applications for trademark registration and trademark registrations; such trademarks which are the subject of the rights acquired through use, such applications, and such registrations set forth in the SCHEDULE OF TRADEMARKS annexed hereto and made part hereof (hereinafter the TRADEMARKS); together with the right to sue for past infringement thereof; and

WHEREAS, Matterhorn Ice Cream, Inc. (hereinafter referred to as ASSIGNEE), an Ohio corporation having its principal office at 2943 Eastern Avenue, Cincinnati, Ohio 45226, is desirous of acquiring all the right, title and interest of ASSIGNOR in, to and under the TRADEMARKS, together with the goodwill of the business associated with the TRADEMARKS; and

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby sells, assigns and transfers to ASSIGNEE, its successors and assigns its entire right, title and interest in and to the TRADEMARKS, the rights established by use and the United States and foreign registrations and applications, together with the goodwill of the business associated with the TRADEMARKS, the trademark rights established by use and the United States and foreign registrations and applications; and

ASSIGNOR does also hereby sell, assign and transfer unto ASSIGNEE, its successors and assigns all claims for damages by reason of past infringement of the TRADEMARKS, the trademark rights established by use, the registrations and applications, and the right to sue for and collect the same; and

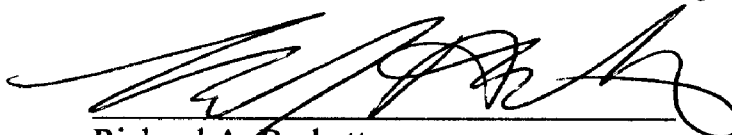
ASSIGNOR further authorizes the Commissioner of Patents and Trademarks of the United States, and any official of any country or countries foreign to the United States whose duty it is to record the rights to trademarks, registrations, applications and title thereto, to record the right to trademarks, registrations and applications listed in the annexed SCHEDULE OF TRADEMARKS as the property of ASSIGNEE; and

ASSIGNOR further agrees to execute such further documents as may be required in the United States and countries foreign to the United States to record and/or establish ASSIGNEE as the owner of the TRADEMARKS, rights to trademarks, registrations and applications, and all rights herein assigned.

IN WITNESS WHEREOF, ASSIGNOR and ASSIGNEE have caused the hands of their proper officers to be subscribed hereto.

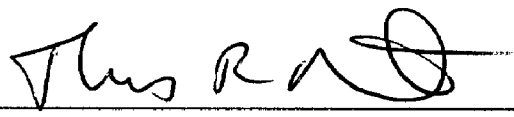
ASSIGNOR: Matterhorn Ice Cream Company

3/27/00
Date


Richard A. Barkett
President

ASSIGNEE: Matterhorn Ice Cream, Inc.

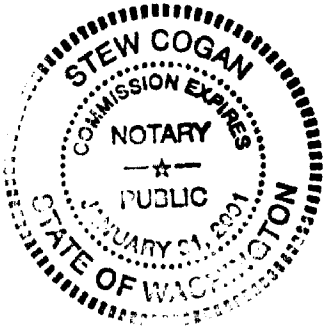
3/21/00
Date


Thomas R. Nist
President

State of Washington

County of KING

I certify that I know or have satisfactory evidence that Richard A. Barkett signed this instrument, on oath stated that he was authorized to execute the instrument, and acknowledged it as the President for Matterhorn Ice Cream Company to be the free and voluntary act of such corporation for the uses and purposes mentioned in the instrument.



Dated 3-27-2000

[Handwritten Signature]

Notary Public
My appointment expires 1-31-2001

State of Ohio

County of Butler

I certify that I know or have satisfactory evidence that Thomas R. Nist signed this instrument, on oath stated that he was authorized to execute the instrument, and acknowledged it as the President for Matterhorn Ice Cream, Inc. to be the free and voluntary act of such corporation for the uses and purposes mentioned in the instrument.

Dated March 21, 2000

[Handwritten Signature]

Notary Public
My appointment expires _____

ROSEMARIE A. HEDGECOCK
Notary Public, State of Ohio
My Commission Expires Jan. 1, 2002

SCHEDULE OF TRADEMARKS

Marks Used

- 1) MATTERHORN SUNDAE BAR
- 2) MATTERHORN ... A MOUNTAIN OF ICE CREAM
- 3) MATTERHORN ICE CREAM COMPANY
- 4) MATTERHORN
- 5) ROLLOCONE
- 6) THE RE-INVENTION OF THE ICE CREAM CONE

UNITED STATES REGISTRATIONS

	<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
1)	MATTERHORN SUNDAE BAR	1,946,805	January 9, 1996
2)	MATTERHORN ... A MOUNTAIN OF ICE CREAM	1,945,693	January 2, 1996
3)	MATTERHORN ICE CREAM COMPANY	1,958,684	February 27, 1996

UNITED STATES APPLICATIONS

	<u>Mark</u>	<u>Serial No.</u>	<u>Filing Date</u>
1)	MATTERHORN	75/647,012	February 24, 1999
2)	ROLLOCONE	75/617,526	January 8, 1999
3)	THE RE-INVENTION OF THE ICE CREAM CONE	75/894,134	January 11, 2000

FOREIGN REGISTRATIONS

<u>Country</u>	<u>Mark</u>	<u>Reg. No.</u>	<u>Issued</u>	<u>Expires</u>
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FOREIGN APPLICATIONS

Country

Mark

Serial No.

Filing Date

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