



FEDERAL TRADEMARK APPLICATIONS

ATTACHMENT "A"

REGISTRANT	TRADEMARK	APPLICATION NUMBER
MAYFIELD DAIRY FARMS, INC.	COW DESIGN	75/759,867
MAYFIELD DAIRY FARMS, INC.	MAYFIELD & DESIGN (without "Jersey")	
MAYFIELD DAIRY FARMS, INC.	TWO COW DESIGN	75/759,866

FEDERAL TRADEMARK REGISTRATIONS

ATTACHMENT "B"

REGISTRANT	TRADEMARK	REGISTRATION NUMBER
MAYFIELD DAIRY FARMS, INC.	MAYFIELD	2,257,027
MAYFIELD DAIRY FARMS, INC.	MAYFIELD	2,324,110
MAYFIELD DAIRY FARMS, INC.	MAYFIELD DAIRY FARMS	2,266,789
MAYFIELD DAIRY FARMS, INC.	MAYFIELD & DESIGN (with "Jersey")	2,262,766

ASSIGNMENT OF TRADEMARKS

WHEREAS, **Mayfield Dairy Farms, Inc.**, a Tennessee corporation with its principal place of business at 806 E. Madison Avenue, Athens, Tennessee 37303 (hereinafter "Assignor") is the owner of the marks, including the applications and registrations therefor, identified on Schedule A attached hereto (hereinafter "the Marks"), which have been used in connection with various goods and services;

WHEREAS, Assignor has agreed to transfer all of its right, title and interest in and to the Marks, and certain of its other intellectual property rights associated therewith, to **DTMC, Inc.**, a Delaware corporation with its principal place of business at 3600 North River Road, Franklin Park, Illinois 60131 (hereinafter "Assignee");

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 each of the following:

1. All trade identity rights owned by Assignor in the Marks, including, but not limited to all trademark rights, service mark rights and trade dress rights Assignor owns in the Marks, including the applications and registrations therefor, identified in Schedule A hereto, together with the goodwill symbolized and appurtenant to each and every said trade identity.

IN WITNESS WHEREOF, this Assignment has been executed on the 20th day of April, 2000.

MAYFIELD DAIRY FARMS, INC.

By: \_\_\_\_\_  
Dale E. Kleber, Secretary

State of Illinois        )  
                                  )ss.  
County of Cook        )

On this 20th day of April, 2000, before me appeared Dale E. Kleber, the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of Mayfield Dairy Farms, Inc.

Lynn B. Wisser  
Notary Public

My Commission Expires: 8-12-02  
lynn\assignment



# FEDERAL TRADEMARK APPLICATIONS/REGISTRATIONS

EXHIBIT "A"

REGISTRANT	TRADEMARK	APPLICATION NUMBER	REGISTRATION NUMBER
MAYFIELD DAIRY FARMS, INC.	COW DESIGN	75/759,867	
MAYFIELD DAIRY FARMS, INC.	MAYFIELD & DESIGN (without "Jersey")		
MAYFIELD DAIRY FARMS, INC.	TWO COW DESIGN	75/759,866	
MAYFIELD DAIRY FARMS, INC.	MAYFIELD	75/474,576	2,257,027
MAYFIELD DAIRY FARMS, INC.	MAYFIELD	75/648,015	2,324,110
MAYFIELD DAIRY FARMS, INC.	MAYFIELD DAIRY FARMS	75/470,023	2,266,789
MAYFIELD DAIRY FARMS, INC.	MAYFIELD & DESIGN (with "Jersey")	75/469,923	2,262,766

RECORDED: 04/24/2000

TRADEMARK  
REEL: 002069 FRAME: 0728