

FEDERAL TRADEMARK REGISTRATIONS

REGISTRANT	TRADEMARK	REGISTRATION NUMBER
CREAMLAND DAIRIES, INC.	DESERT GOLD	1,359,424
CREAMLAND DAIRIES, INC.	DESERT GOLD & DESIGN	183,097

ASSIGNMENT OF TRADEMARKS

WHEREAS, **Creamland Dairies, Inc.**, a New Mexico corporation with its principal place of business at 010 Indian School Road, N.W., Albuquerque, New Mexico 87102 (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.

CREAMLAND DAIRIES, INC.

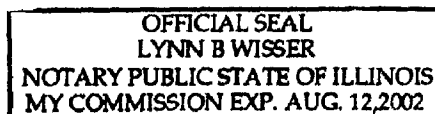
By: _____
Dale E. Kleber, Secretary

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 Creamland Dairies, 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
CREAMLAND DAIRIES, INC.	DESERT GOLD	73/478,573	1,359,424
CREAMLAND DAIRIES, INC.	DESERT GOLD & DESIGN	71/188,641	183,097

RECORDED: 04/24/2000

TRADEMARK
REEL: 002069 FRAME: 0746