

6-19-00

07-17-2000

Docket No.:

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Tab:



attached original documents or copy thereof.

To

Patent

101405147

1. Name

06-19-2000

U.S. Patent & TM Office/TM Mail Report #34

DAIRY FARMERS OF AMERICA, INC.

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

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

3. Nature of conveyance:

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

Execution Date: June 7, 2000

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

Name: KELLER'S CREAMERY, L.L.C.

Internal Address:

Street Address: 3253 E. Chestnut Expressway

City: Springfield State: MO ZIP: 65802

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

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

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

514,370	896,786	1,560,037	2,323,524
863,232	1,444,302	2,221,711	2,323,728
869,786	1,445,391	2,222,855	2,325,898

Additional numbers attached? Yes No

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

Name: Robert D. Hovey

Internal Address: Hovey, Williams, Timmons & Collins

Street Address: 2405 Grand Blvd., Suite 400

City: Kansas City State: MO ZIP: 64108

6. Total number of applications and registrations involved:.....

12

7. Total fee (37 CFR 3.41):.....\$ \$315.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

19-0522

07/14/2000 ASCOTT 00000104 514370

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01 FC:481 40.00 OP
02 FC:482 275.00 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.

Robert D. Hovey

Name of Person Signing

Signature

6/15/00
Date

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

3

TRADEMARK

REEL: 002101 FRAME: 0275

ASSIGNMENT

WHEREAS, DAIRY FARMERS OF AMERICA, INC., a corporation of Kansas, having its principal place of business at Northpointe Tower, Suite 1000, 10220 North Executive Hills Blvd., P.O. Box 909700, Kansas City, Missouri 64190-9700, has adopted, used and is using the following marks:

<u>Reg. No.</u>	<u>Mark</u>	<u>Issue Date</u>
514,370	HOTEL BAR	August 30, 1949
863,232	HOTEL BAR CHEF'S SPECIAL and Design	January 7, 1969
869,786	CONTIN-U-WIP	May 20, 1969
896,786	SIX-PAC	August 18, 1970
1,444,302	KELLER'S	June 23, 1987
1,445,391	KELLER'S (stylized)	June 30, 1987
1,560,037	PLUGRA	October 10, 1989
2,221,711	BUFFET BUTTER	February 2, 1999
2,222,855	BUFFET BUTTER (stylized)	February 9, 1999
2,323,524	SCULPTURES	February 29, 2000
2,323,728	"KELLER'S EUROPEAN STYLE" (Logo Only)	February 29, 2000
2,325,898	"KELLER'S EUROPEAN STYLE" (Logo with Design)	March 7, 2000

WHEREAS, KELLER'S CREAMERY, L.L.C., a Delaware limited liability corporation, having its principal place of business at 3253 E. Chestnut Expressway, Springfield, Missouri 65802, is desirous of acquiring said marks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said DAIRY FARMERS OF AMERICA, INC. does hereby assign unto the said KELLER'S CREAMERY, L.L.C., all right, title and interest in and to the said marks, together with the good will of the business symbolized by the marks, and the above

identified registrations thereof together with the right to sue for and collect on all claims for damages by reason of past infringement of said marks.

Executed this 7TH day of June, 2000.

DAIRY FARMERS OF AMERICA, INC.

By David A. Geisler
Name: David A. Geisler

Title: Corporate Vice President/Legal