

04-11-2001

Docket No. BSA/COW

FORM PTO-1594

(Rev. 10-96)

RF



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RET

U.S. DEPARTMENT OF COMMERCE

Patent and Trademark Office

OMB No. 0651-0011 (exp. 4/94)

TRADEMARK

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):  
 Dairy Holdings, Inc.

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

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

3. Nature of conveyance: 3-21-01

Assignment                       Merger  
 Security Agreement               Change of Name  
 Other \_\_\_\_\_

Execution Date: January 18, 2001

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

Name: Bongrain, S.A.

Internal Address: \_\_\_\_\_

Street Address: 42 rue Rieussec, 78220 Viroflay, FRANCE

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation-State \_\_\_\_\_  
 Other French société anonyme

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes     No  
 (Designation must be a separate document from Assignment)  
 Additional name(s) & address(es) attached?  Yes  No

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

A. Trademark Application No.(s)

Additional numbers attached?  Yes  No

B. Trademark registration No.(s)    2,053,910; 2,103,283;  
2,363,471

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

Name: ROBERT V. VICKERS

Internal Address: \_\_\_\_\_

Street Address:              VICKERS, DANIELS & YOUNG  
50 PUBLIC SQUARE, SUITE 2000  
CLEVELAND, OHIO 44113-2235

6. Total number of applications and registrations involved: 3

7. Total fee(37 CFR 3.41):.....\$ 90.00

Enclosed

You are authorized to charge our deposit account for any additional fee required.

8. Deposit account number: 22-0347

\_\_\_\_\_ A duplicate copy of this form is attached

04/10/2001 TDIAZ1 00000139 2053910

DO NOT USE THIS SPACE

90E

01 FC:481 40.00 DP  
02 FC:482 50.00 DP

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 V. VICKERS

3/13/2001  
Date

Name of Person Signing

Signature

Date

Total number of pages including cover sheet, attachments, and document: 5

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks

Box Assignments

Washington, D.C. 20231

TRADEMARK

REEL: 002267 FRAME: 0616

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Mark : CRAZY COW  
Registration No. : 2,053,910  
Registration Date : April 22, 1997  
Class : 29  
Registrant : Bongrain, S.A.  
Our Docket : BSAD-8634 Cl. 29-1

**DESIGNATION OF DOMESTIC REPRESENTATIVE**

Asst. Commissioner for Trademarks  
2900 Crystal Drive  
Arlington, VA 22202-3513

Dear Sir:

Applicant hereby appoints Robert V. Vickers (Reg. No. 19,504); E. Kent Daniels, Jr. (Reg. No. 19,598); Thomas E. Young (Reg. No. 28,924); and/or Brian E. Turung (Reg. No. 35,394); Vickers, Daniels & Young, 50 Public Square, Suite 2000, Cleveland, Ohio 44113-2235, as applicant's representative upon whom notices or process in proceedings affecting the mark may be served.

Date: March 8, 2001



By: \_\_\_\_\_

Name: Jean-Michel FLU

Title: Chief Intellectual Property  
Counsel



**SCHEDULE A**

<b><u>TRADEMARK</u></b>	<b><u>REG. NO.</u></b>	<b><u>REG. DATE</u></b>	<b><u>DOCKET</u></b>
CRAZY COW	2,053,910	04/22/1997	BSAD-8634 Cl. 29-1
CRAZY COW	2,103,283	10/07/1997	BSAD-1407 Cl. 29
COW DESIGN	2,363,471	07/04/2000	BSAD-1127