

09-27-2001

HEET

U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICE



101857717

To the Honorable Commission

attached original documents or copy thereof.

1. Name of conveying party(ies):

The Dannon Company, Inc.

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

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

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

Compagnie Gervais Danone  
126-130 Rue Jules Guesde  
92300 Levallois-Perret, France

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation
- Other - France Societe Anonyme

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: September 4, 2001

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

A. Trademark Application No.(s)

75/512,634

B. Trademark registration No.(s)

Additional numbers attached?  Yes  No

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

Perla M. Kuhn, Esq.  
Hughes Hubbard & Reed LLP  
One Battery Park Plaza  
New York, New York 10004-1482  
(212) 837-6550

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41):.....\$40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit Account No.: 08-3264

9726/2001 101A21 00000038 75512634

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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.

Name of Person Signing

Perla M. Kuhn

09/20/2001

Date

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

Mail documents to be recorded with required cover sheet information to:  
U.S. Patent and Trademark Office, Office of Public Records  
Crystal Gateway 4, Room 335, Washington, D.C. 20231

CERTIFICATE OF MAILING

Express Mail Certificate No.: EK840387647

I hereby certify that this correspondence is being deposited with the U.S. Postal Service as first class mail in an Express Mail envelope addressed to: U.S. Patent and Trademark Office, Office of Public Records, Crystal Gateway 4, Room 335, Washington, D.C. 20231, on 09/21/2001 (Date of Deposit).

Elaine S. Parker  
Name

Signature

09/21/2001

Date of Signature

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

Applicant : Compagnie Gervais Danone  
Mark : DANETTE  
Serial No. : 75/512,634  
Filed : July 2, 1998  
Class : 30

**POWER OF ATTORNEY****SIR:**

In the matter of the above-identified application, Applicant hereby appoints PERLA M. KUHN, RONALD ABRAMSON, JAMES B. KOBAK, JR., RITA M. HAEUSLER, PETER M. LANGENBERG, NICOLAS SWERDLOFF, JULIUS RABINOWITZ, EDWIN C. BULLOCK, PETER A. SULLIVAN, ANNA M. DEPALO and CATHERINE M. MENNENGA of the law offices of HUGHES HUBBARD & REED LLP, One Battery Park Plaza, New York, NY 10004-1482, its attorneys with full power of substitution and revocation and to transact all business in the Patent Office in connection therewith.

***APPOINTMENT OF DOMESTIC REPRESENTATIVE***

HUGHES HUBBARD & REED LLP, whose postal address is One Battery Park Plaza, New York, New York 10004-1482, United States of America, is hereby designated Applicant's representative upon whom notices of process in proceedings affecting the mark may be served.

COMPAGNIE GERVAIS DANONE

By: \_\_\_\_\_  
Name: René BARME  
Title: Proxy Holder

Dated: 10<sup>th</sup> September 2001



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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**  
**ASSIGNMENT OF APPLICATIONS**  
**BASED ON INTENT TO USE**

WHEREAS, The Dannon Company, Inc., a Delaware corporation with a place of business at 120 White Plains Road, Tarrytown, New York 10591 ("Assignor"), has a bona fide intent to use the mark DANETTE ("the Mark"), in connection with goods in International Class 30;


WHEREAS, Assignor have applied to register the Mark on the Principal Register of the United States Patent and Trademark Office based on Assignors' bona fide intent to use the Mark in commerce in connection with the above-described goods as follows:

<u>APPLICATION SERIAL NO.</u>	<u>FILED</u>	<u>MARK</u>
75/512,634	July 2, 1998	DANETTE

WHEREAS, Compagnie Gervais Danone, a France Societe Anonyme, with a principal place of business at 126-130, rue Jules-Guesde, 92300 Levallois-Perret, France ("Assignee"), desires to acquire the business of Assignor in connection with which Assignor has a bona fide intent to use the Mark and the above-described application;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers the Mark and the above-referenced Application therefor, together with that portion of Assignor's business in connection with which it has a bona fide intent to use the Mark, and all of Assignor's rights therein, to Assignee.

THE DANNON COMPANY, INC.

By:   
 Name: Eric Lescarval  
 Title: VP Marketing

Dated: Sept. 4, 2001