

03-01-2002



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Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002) Tab settings

U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

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

1. Name of conveying party(ies):

Blistex, Inc.

2/2/02

- Individual(s), Association, General Partnership, Limited Partnership, Corporation-State - Illinois, Other

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

2. Name and address of receiving party(ies)

Name: Dean Foods Company

Internal Address:

Address:

Street Address: 3600 N. River Road

City: Franklin Pk. State: IL Zip: 60131

Individual(s) citizenship

Association

General Partnership

Limited Partnership

Corporation-State Delaware

Other

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, Merger, Security Agreement, Change of Name, Other

Execution Date: October 1, 2001

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,741,509

Additional number(s) attached Yes No

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

Name: Lynn B. Wisser

Internal Address:

Dean Foods Company

Street Address: 3600 N. River Road

City: Franklin Pk. State: IL Zip: 60131

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 number:

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

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.

Lynn B. Wisser

Name of Person Signing

Lynn B. Wisser

Signature

January 10, 2002

Date

3

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

02/28/2002 LMUELLER 00000133 1741509

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

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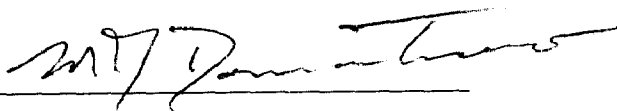
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TRADEMARK REEL: 002451 FRAME: 0232

**ASSIGNMENT**

For and in consideration of the sum of One Dollar (\$1.00) and other good and valuable considerations, the receipt of which is hereby acknowledged, Blistex Inc., a corporation organized and existing under the laws of the State of Illinois, with offices located at 1800 Swift Drive, Oak Brook, Illinois 60523 (Assignor), nunc pro tunc as of October 1, 2001 hereby sells, assigns, transfers, and conveys to Dean Foods Company, a corporation organized and existing under the laws of the State of Delaware, with offices located at 3600 N. River Road, Franklin Park, Illinois 60131 (Assignee) all right, title and interest Assignor holds in and to the trademark DAIRY EASE as shown in trademark Registration No. 1,741,509 covering the identified goods in International Class 29, together with the identified trademark registration therefor, and the goodwill of the business represented and symbolized by Registration No. 1,741,509, with said assignment of rights to be consistent with the Purchase Agreement entered into between the Assignor and Assignee effective on October 1, 2001.

BLISTEX INC.  
(Assignor)

By: 

Typed Name: Michael J. Donnantuono

Title: VP, Marketing

Date: 10-15-01