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03-07-2002

Form PTO-1594

(Rev. 03/01)

OMB No. 0651-0027 (exp. 5/31/2002)

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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.

- ☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☒ Corporation-State - Illinois
☐ Other _____

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

3. Nature of conveyance:

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other _____

Execution Date: October 1, 2001

2. Name and address of receiving party(ies)

Name: Dean Foods Company

Internal

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

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,183,256

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

Total number of pages including cover sheet, attachments, and document: 3

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

03/06/2002 AWNED1 00000108 2183256

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40.00 UP

TRADEMARK
REEL: 002454 FRAME: 0712

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 (stylized) as shown in trademark Registration No. 2,183,256 covering goods in International Class 29, together with the identified trademark registration therefor, and the goodwill of the business represented and symbolized by Registration No. 2,183,256, with said trademark assignment and rights specifically limited to the mark and registration for the goods in International Class 29, with the deletion of the Class 5 goods from said registration and 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: 12-15-01