



Form PTO-1594
(Rev. 10/02)
OMB No. 0651-0027 (exp. 6/30/2005)
Tab settings

102345409
TRADEMARKS ONLY

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): 1-6-03
Dairy Farmers of America, Inc.,
a Kansas Corporation
 Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State
 Other

2. Name and address of receiving party(ies)
Name: Morningstar Foods, Inc.
Internal
Address:
Street Address: 2515 McKinney Avenue
City: Dallas State: TX Zip: 75201

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

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other

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

Execution Date: July 17, 1998 (effective date)

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) 2,147,810

Additional number(s) attached Yes No

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

Name: Diane G. Elder, Esq.

Internal Address:

Wildman Harrold Allen & Dixon

Street Address: 225 W. Wacker Drive

Chicago, IL 60606

City: State: Zip:

6. Total number of applications and registrations involved:

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.

Diane G. Elder

Name of Person Signing

Diane G. Elder

Signature

1/02/03

Date

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

01/22/2003 DRYNE 00000116 2147810

01 FC:8521

40.00 DP

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

OFFICE OF PATTENT RECORDS
JAN - 6 PM 00:00
FINANCE SECTION

ASSIGNMENT

WHEREAS, Dairy Farmers of America, Inc., a Kansas corporation, having its principal offices at 800 West Tampa, Springfield, Missouri 65802 (hereinafter "Dairy Farmers"), has adopted and used the trademark GOOD STUFF & Design, depicted in Schedule A attached hereto, for dairy products, namely frozen custard;

WHEREAS, Dairy Farmers is the owner of United States Registration No. 2,147,810 for the trademark GOOD STUFF & Design for dairy products, namely frozen custard; and

WHEREAS, Morningstar Foods, Inc., a Delaware corporation, having its principal offices at 2515 McKinney Avenue, Dallas, Texas 75201 (hereinafter "Morningstar"), is desirous of acquiring all right, title and interest in and to the trademark GOOD STUFF & Design, including United States Registration No. 2,147,810 and the good will of the business symbolized by and appurtenant to said trademark.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, effective July 17, 1998, Dairy Farmers hereby assigns to Morningstar all right, title and interest in and to the trademark GOOD STUFF & Design,

including United States Registration No.2,147,810, together with the good will
symbolized by and appurtenant to said trademark.

DAIRY FARMERS OF AMERICA, INC.

Name: David A. Nevels

Title: Corporate Vice President / Legal

GOOD STUFF & Design, Reg. No. 2,147,810

GOOD STUFF

The logo features the words "GOOD STUFF" in a bold, outlined, sans-serif font. The letter "S" in "STUFF" is significantly larger and more stylized, with a decorative flourish at its base. Below the text is a thick, double-lined horizontal bar that tapers at both ends, resembling a stylized underline or a graphic element.