

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
FARMLAND DAIRIES, LLC		06/30/2004	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA

Name:	INTEGRATED BRANDS, INC.
Street Address:	4175 Veterans Memorial Highway
Internal Address:	Att: David Stein
City:	Ronkonkoma
State/Country:	NEW YORK
Postal Code:	11779
Entity Type:	CORPORATION: NEW JERSEY

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2197890	MR. JOHN'S OLD FASHIONED ICE CREAM

CORRESPONDENCE DATA

Fax Number: (617)523-1231
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 617.570.1292
 Email: mrovner@goodwinprocter.com
 Correspondent Name: Miriam J. Rovner, Senior Paralegal
 Address Line 1: Exchange Place, 53 State Street
 Address Line 2: c/o Goodwin Procter LLP
 Address Line 4: Boston, MASSACHUSETTS 02109-2881

ATTORNEY DOCKET NUMBER:	103761-144824/1703-299
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NAME OF SUBMITTER:	Miriam J. Rovner, Senior Paralegal
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Total Attachments: 6
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DEED OF TRADEMARK ASSIGNMENT

This DEED OF TRADEMARK ASSIGNMENT (“**Agreement**”), dated as of June 30, 2004 (the “**Effective Date**”) is from Farmland Dairies, LLC, D.I.P., a Delaware limited liability company, (“**Assignor**”) to Integrated Brands, Inc., a New Jersey corporation (“**Assignee**”).

WHEREAS, Assignee wishes to acquire from Assignor, and Assignor is willing to assign to Assignee all right, title and interest in and to the trademark described in Schedule A, attached hereto, (the “**Assigned Trademark**”) pursuant to that certain Asset Purchase Agreement, dated June 8, 2004 by and between Assignor and Assignee.

NOW THEREFORE, for good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged:

**ARTICLE 1
ASSIGNMENT**

Assignor hereby sells, assigns, transfers, conveys and delivers to Assignee all right, title and interest in and to the Assigned Trademark together with the goodwill associated with the Assigned Trademark as well as all common law rights thereto. Assignor does also hereby assign, sell, transfer and set over unto Assignee all claims for damages for reason of past infringement of the Assigned Trademark, as well as the right to sue for and collect the same for its own use and enjoyment.. Assignee, at its own cost and expense, shall record a fully executed copy of this Agreement with the United States Patent and Trademark Office or any other agency having jurisdiction over the ownership of the Assigned Trademark.

**ARTICLE 2
BINDING PROVISIONS**

This Agreement is binding upon, and inures to the benefit of, the parties and their respective legal representatives, successors and permitted assigns.

**ARTICLE 3
GOVERNING LAW**

All questions concerning the construction, validity and interpretation of this Agreement and the performance of the obligation imposed by this Agreement shall be governed by the laws of the State of New York, without giving effect to the principles of conflicts of laws thereof.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed and delivered on the date first above written.

INTEGRATED BRANDS, INC.

By: 
Name: DAVID J. STEIN
Title: CO-CEO

FARMLAND DAIRIES, LLC, Debtor in Possession

By: _____
Name: _____
Title: _____

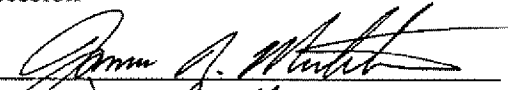
[SIGNATURE PAGE FOR DEED OF TRADEMARK ASSIGNMENT]

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed and delivered on the date first above written.

INTEGRATED BRANDS, INC.

By: _____
Name: _____
Title: _____

FARMLAND DAIRIES, LLC, Debtor in Possession

By: 
Name: JAMES A. MESTERHARM
Title: CHIEF RESTRUCTURING OFFICER

[SIGNATURE PAGE FOR DEED OF TRADEMARK ASSIGNMENT]

STATE OF New York,)
COUNTY OF Westchester) :SS

The foregoing instrument was acknowledged before me this 30th day of June, 2004, by _____ of FARMLAND DAIRIES, LLC, D.I.P., as his/her act and deed, and the free act and deed of Farmland Dairies, LLC, D.I.P.

Joy Keel

Notary Public:
My commission expires:

GEORGIA BEACH
NOTARY PUBLIC, State of New York
No. 31-4907366
Qualified in New York County
Commission Expires Sept. 28, 2005

STATE OF)
) :SS
COUNTY OF)

The foregoing instrument was acknowledged before me this ____ day of _____, 2004, by _____ of INTEGRATED BRANDS, INC., as his/her act and deed, and the free act and deed of Integrated Brands, Inc.

Notary Public:
My commission expires:

STATE OF)
) :ss
COUNTY OF)

The foregoing instrument was acknowledged before me this ___ day of _____, 2004, by _____ of FARMLAND DAIRIES, LLC, D.I.P., as his/her act and deed, and the free act and deed of Farmland Dairies, LLC, D.I.P.

Notary Public:
My commission expires:

STATE OF *New York*)
) :ss
COUNTY OF *Suffolk*)

The foregoing instrument was acknowledged before me this 29TH day of JUNE, 2004, by DAVID J. STEIN, CO-CEO of INTEGRATED BRANDS, INC., as his/her act and deed, and the free act and deed of Integrated Brands, Inc.

Glorial Crawford
Notary Public:
My commission expires:

GLORIAL CRAWFORD
Notary Public, State of New York
No. 01CR4901017
Qualified in Queens County
Certified in Nassau & Suffolk County
Commission Expires July 13, 2005

**SCHEDULE A
ASSIGNED TRADEMARK**

TRADEMARK	COUNTRY	REGISTRATION NO.	REGISTRATION DATE	GOODS / SERVICES
MR. JOHN'S OLD FASHIONED ICE CREAM	US	2197890	Oct.20,1998	Ice cream