

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

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

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Dean National Brand Group, Inc.		09/28/2004	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	Dean Intellectual Property Services II, L.P.
Composed Of:	COMPOSED OF DIPS GP II, Inc., a Delaware Corporation, its General Partner
Street Address:	2515 McKinney Avenue
Internal Address:	Suite 1200
City:	Dallas
State/Country:	TEXAS
Postal Code:	75201
Entity Type:	LIMITED PARTNERSHIP: DELAWARE

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Registration Number:	2328386	PARA ENSALADAS QUE SALTAN DE SABOR

**CORRESPONDENCE DATA**

Fax Number: (214)721-1275  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 214-303-3411  
 Email: tms@deanfoods.com  
 Correspondent Name: Bridget Griffin Johnson  
 Address Line 1: 2515 McKinney Avenue  
 Address Line 2: Suite 1200  
 Address Line 4: Dallas, TEXAS 75201

ATTORNEY DOCKET NUMBER:	9678
NAME OF SUBMITTER:	Jackie Gwinn

Total Attachments: 1  
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**TRADEMARK**

**CH \$40.00 2328386**

## ASSIGNMENT OF TRADEMARK

This Assignment of Trademark is by and between Dean National Brand Group, Inc., a Delaware Corporation, having a principal place of business at 2515 McKinney Avenue, Suite 1200, Dallas, Texas 75201 ("Assignor") and Dean Intellectual Property Services II, L.P., a Delaware Limited Partnership, having a principal place of business at 2515 McKinney Avenue, Suite 1200, Dallas, Texas 75201 ("Assignee").


WHEREAS, Assignor has certain rights in and to the trademark PARA ENSALADAS QUE SALTAN DE SABOR, Registration No. 2,328,386 (the "Trademark"), registered on March 14, 2000, and the goodwill appurtenant thereto;

WHEREAS, Assignor has agreed to GRANT, SELL, ASSIGN, TRANSFER and CONVEY to Assignee all right, title and interest in and to the Trademark; and


NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby GRANT, SELL, ASSIGN, TRANSFER and CONVEY to Assignee its successors, assigns and legal representatives, all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark.

IN WITNESS WHEREOF, the parties have caused this Trademark Assignment to be executed on the date and in the capacities shown below.

Dean National Brand Group, Inc.

By:   
Name: Lisa N. Tyson  
Title: Vice President and Assistant Secretary  
Date: September 28, 2004

Dean Intellectual Property Services II, L.P.  
By DIPS GP II, Inc., its General Partner

By:   
Name: Bridget Griffin Johnson  
Title: President  
Date: September 28, 2004