

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
Dreyer's Grand Ice Cream, Inc.		04/07/2004	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Integrated Brands Inc.		
Street Address:	4175 Veterans Highway		
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:	2430790	BLUE RIBBON BERRY PIE	
CORRESPONDENCE DATA			
Fax Number:	(212)425-5288		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-425-7200		
Email:	tmdocketny@kenyon.com		
Correspondent Name:	Joseph F. Nicholson, Esq.		
Address Line 1:	One Broadway		
Address Line 4:	New York, NEW YORK 10004		
NAME OF SUBMITTER:	Joseph F. Nicholson, Esq.		
Total Attachments: 1 source=assignment#page1.tif			

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TRADEMARK ASSIGNMENT

This Assignment is made on the date set opposite the signature hereinbelow, but shall be effective, *nunc pro tunc*, as of July 5, 2003. The assignment made by this instrument is from Dreyer's Grand Ice Cream, Inc., a Delaware corporation whose principal place of business is 5929 College Avenue, Oakland, California 94618 ("Assignor"), to Integrated Brands Inc., a New Jersey Corporation whose principal place of business is 4175 Veterans Highway, Ronkonkoma, New York 11779 ("Assignee").

WHEREAS, Assignor has adopted the following trademark (the "Mark"):

BLUE RIBBON BERRY PIE, U.S. Registration No. 2,430,790

WHEREAS, Assignor warrants that it owns all rights, title and interest of every kind, nature or description in and to the Mark, all rights therein, including any and all applications and registrations therefor, all rights to royalties for the licensing thereof, all claims for infringement thereof, and all goodwill pertaining thereto ("All Rights in the Mark"); and,

WHEREAS, Assignor desires to assign to Assignee All Rights in the Mark;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, assign, set over and transfer to Assignee All Rights in the Mark. This assignment of all claims for damages by reason of past infringement(s) of the Mark, includes the right of Assignee to sue for and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns and other legal representatives. These assigned rights shall be held and enjoyed by Assignee for Assignee's own use and enjoyment, and for the use and enjoyment of its successors, assigns and other legal representatives, at common law and/or to the end of the term or terms of which registrations pertaining to the Mark may be granted, or renewed, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made.

Assignor agrees to execute all documents necessary to effectuate and maintain registrations pertaining to the Mark, now and in the future.

The undersigned representative of Assignor represents that she has authority to execute this Assignment on behalf of Assignor, and to carry out all obligations imposed hereunder. The undersigned has read, understand, and agrees to the terms of this Assignment.

DREYER'S GRAND ICE CREAM, INC
ASSIGNOR

By: 

Name: Vicki L. Randall, Esq.
Title: Associate General Counsel

Dated: 4-7, 2004

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