

12-14-2004

Form PTO 1594  
(Rev. 6-93)  
OMB No. 0651-0011 (exp. 4/94)

REC



U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICE

OFFICIAL 102900978

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

12-17-04

1. Name of conveying party(ies): 2004 DEC -7 AM 9:16  
The Dannon Company, Inc. FINANCE SECTION

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

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

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

Dated: November 7, 2004

2. Name and address of receiving party(ies):  
Compagnie Gervais Danone  
126-130 Rue Jules Guesde  
92300 Levallois-Perett, France

Individual(s) citizenship  
 Association  
 General Partnership  
 Limited Partnership  
 Corporation  
 Other - France societe anonyme

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)  
78/403,866

Additional numbers attached?  Yes  No

B. Trademark registration No.(s)

5. Name and address of party to whom correspondence concerning document should be mailed:  
Perla M. Kuhn, Esq.  
Hughes Hubbard & Reed LLP  
One Battery Park Plaza  
New York, New York 10004-1482  
(212) 837-6550  
kuhn@hugheshubbard.com

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 No.: 08-3264

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.*

Name of Person Signing Perla M. Kuhn 12/7/2004  
Perla M. Kuhn Date

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

Mail documents to be recorded with required cover sheet information to:  
Mail Stop Assignment Recordation Services  
Director of the United States Patent and Trademark Office  
P.O. BOX 1450, Alexandria, VA 22313-1450

CERTIFICATE OF MAILING

Express Mail Certificate No.: ET963475736US

I hereby certify that this correspondence is being deposited with the United States Postal Service in an Express Mail envelope addressed to Mail Stop Assignment Recordation Services, Director of the United States Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450 on 12/7/2004 (Date of Deposit).

Elaine S. Parker  
Name

Signature

December 7, 2004  
Date of Signature

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TRADEMARK  
REEL: 003091 FRAME: 0288

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**ASSIGNMENT OF APPLICATIONS  
BASED ON INTENT TO USE**

WHEREAS, The Dannon Company, Inc., a corporation of Delaware, with a place of business at 100 Hillside Avenue, White Plains, New York 10603 ("Assignor"), has a bona fide intent to use the mark DANA0 ("the Mark"), in connection with goods in International Classes 5 and 29.

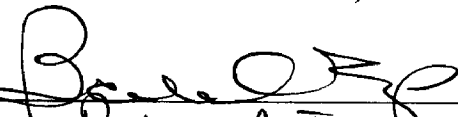
WHEREAS, Assignor has applied to register the Mark on the Principal Register of the United States Patent and Trademark Office based on Assignors' bona fide intent to use the Mark in commerce in connection with the above-described goods as follows:

<u>APPLICATION SERIAL NO.</u>	<u>FILING DATE</u>	<u>MARK</u>
78/403,866	April 19, 2004	DANA0

WHEREAS, Compagnie Gervais Danone, a France societe anonyme, with a principal place of business at 126-130 Rue Jules Guesde, 92300 Levallois-Perret, France ("Assignee"), desires to acquire the business of Assignor in connection with which Assignor has a bona fide intent to use the Mark and the above-described application;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers the Mark and the above-referenced application therefor, together with that portion of Assignor's business in connection with which it has a bona fide intent to use the Mark, and all of Assignor's rights therein, to Assignee.

THE DANNON COMPANY, INC.

By:   
Name: Barbara A. Toop  
Title: Deputy General Counsel

Dated: 11/7/04