

**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 Intellectual Property Services II, L.P.		06/23/2005	LIMITED PARTNERSHIP: DELAWARE

**RECEIVING PARTY DATA**

Name:	DIPS Limited Partner II
Street Address:	2515 McKinney Avenue
Internal Address:	Suite 1200
City:	Dallas
State/Country:	TEXAS
Postal Code:	75201
Entity Type:	Statutory Trust: DELAWARE

**PROPERTY NUMBERS Total: 6**

Property Type	Number	Word Mark
Registration Number:	2226250	
Registration Number:	1083686	
Registration Number:	2221837	ROD'S
Registration Number:	0646185	ROD'S
Registration Number:	0874383	KING SMOOTHIE
Registration Number:	0854252	KING SOUR

**CORRESPONDENCE DATA**

Fax Number: (617)526-5000  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 6175266448  
 Email: michael.bevilacqua@wilmerhale.com  
 Correspondent Name: Michael J. Bevilacqua  
 Address Line 1: Wilmer Cutler Pickering Hale and DorrLLP

OP \$165.00 2226250

Address Line 2: 60 State Street  
Address Line 4: Boston, MASSACHUSETTS 02109




NAME OF SUBMITTER:	Michael J. Bevilacqua
Signature:	/michael j. bevilacqua/
Date:	07/01/2005

Total Attachments: 2  
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## ASSIGNMENT OF TRADEMARKS IN UNITED STATES

Dean Intellectual Property Services II, L.P., a Delaware limited partnership, having a place of business at 2515 McKinney Avenue, Suite 1200, Dallas, Texas 75201, USA, has used and is using the trademarks identified below, including the goodwill of the business connected with the use of, and symbolized by, said marks.

For good and valuable consideration, the receipt of which is hereby acknowledged, Dean Intellectual Property Services II, L.P. hereby transfers its business to which the trademarks identified below relate to DIPS Limited Partner II, a Delaware statutory trust, having a place of business at 2515 McKinney Avenue, Suite 1200, Dallas, Texas 75201, USA, and assigns the entire right, title and interest in and to the trademarks identified below, including the goodwill of the business connected with the use of, and symbolized by, said marks.

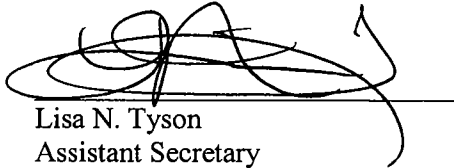
<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
MISCELLANEOUS DESIGN 	2,226,250	2/23/1999
MISCELLANEOUS DESIGN 	1,083,686	1/24/1978
ROD'S	2,221,837	2/2/1999
ROD'S (stylized) 	646,185	5/28/1957
KING SMOOTHIE	874,383	8/5/1969
KING SOUR	854,252	8/6/1968

[Signature Page Follows]

Witness my hand and seal this 23rd day of June, 2005.

DEAN INTELLECTUAL PROPERTY SERVICES II,  
L.P.


By: DIPS GP II, LLC as general partner

  
Lisa N. Tyson  
Assistant Secretary

County of **Dallas** )  
State of **Texas** )

Then personally appeared the above named Lisa N. Tyson and acknowledged the foregoing act to be his/her free act and deed, before me, this 23 day of June, 2005.



  
Notary Public  
My commission expires: