

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 Holding Company		06/24/2005	CORPORATION: WISCONSIN
RECEIVING PARTY DATA			
Name:	Dean Specialty Intellectual Property Services, L.P.		
Street Address:	2515 McKinney Avenue		
Internal Address:	Suite 1200		
City:	Dallas		
State/Country:	TEXAS		
Postal Code:	75201		
Entity Type:	Limited Liability Company: 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		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	6175266448		
Email:	janey.davidson@wilmerhale.com		
Correspondent Name:	Michael J. Bevilacqua		
Address Line 1:	Wilmer Cutler Pickering Hale and DorrLLP		
Address Line 2:	60 State Street		

OP \$165.00 2226250

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 Holding Company (formerly, Dean Pickle and Specialty Products Company), a Wisconsin corporation, having a place of business at 857-897 School Place, Green Bay, Wisconsin 54307, 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.

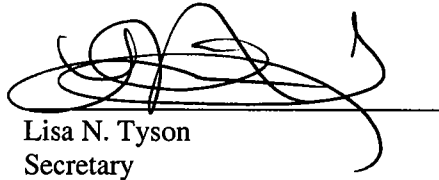
For good and valuable consideration, the receipt of which is hereby acknowledged, Dean Holding Company hereby transfers its business to which the trademarks identified below relate to Dean Specialty Intellectual Property Services, L.P., a Delaware limited partnership, having a place of business at 2515 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 24th day of June, 2005.

DEAN HOLDING COMPANY


Lisa N. Tyson
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 **24** day of **June**, 2005.




Notary Public
My commission expires: