

Form PTO-1594 (Rev. 06/04)  
OMB Collection 0651-0027 (exp. 6/30/2005)

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies)/Execution Date(s):**

Coney's Frozen Custard, L.L.C.

- Individual(s)
- General Partnership
- Corporation-State Utah
- Other \_\_\_\_\_
- Association
- Limited Partnership

Citizenship (see guidelines) \_\_\_\_\_

Execution Date(s) August 29, 2005

Additional names of conveying parties attached?  Yes  No

**3. Nature of conveyance:**

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

**2. Name and address of receiving party(ies)**

Additional names, addresses, or citizenship attached?  Yes  No

Name: Conopco, Inc. dba Good Humor

Internal Breyers Ice Cream

Address: \_\_\_\_\_

Street Address: 909 Packerland Drive

City: Green Bay

State: Wisconsin

Country: USA Zip: 54303-9007

- Association Citizenship \_\_\_\_\_
- General Partnership Citizenship \_\_\_\_\_
- Limited Partnership Citizenship \_\_\_\_\_
- Corporation Citizenship New York
- Other \_\_\_\_\_ Citizenship \_\_\_\_\_

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)

**4. Application number(s) or registration number(s) and identification or description of the Trademark.**

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,888,770

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

CYCLONE

**5. Name & address of party to whom correspondence concerning document should be mailed:**

Name: Roland Rodriguez

Internal Address: Unilever United States, Inc.

Street Address: 700 Sylvan Avenue

City: Englewood Cliffs

State: New Jersey Zip: 07632-3100

Phone Number: (201)894-2725

Fax Number: (201)894-2727

Email Address: roland.rodriguez@unilever.com

**6. Total number of applications and registrations involved:**

1

**7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40**

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

**8. Payment Information:**

a. Credit Card Last 4 Numbers \_\_\_\_\_  
Expiration Date \_\_\_\_\_

b. Deposit Account Number 21-0043  
Authorized User Name Roland Rodriguez

**9. Signature:**

Roland Rodriguez  
Signature  
Roland Rodriguez

September 7, 2005  
Date

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 2

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

**TRADEMARK**

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FAX NO. 801 575 5006  
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AUG-29-2005 MON 10:57 AM Mackey Price & Thompson  
08/25/2005 19:25 FAX 212 892 1021 DUANE MORRIS

FAX NO. 801 575 5006

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**EXHIBIT A**

**ASSIGNMENT**

WHEREAS, CONEY'S FROZEN CUSTARD, L.L.C., a limited liability company organized and existing under the laws of Utah with offices at 244 E. University Parkway, Orem, Utah 84058 (hereinafter "Assignor"), is the owner of United States Trademark Registration No. 2,888,770 for the term "CYCLONE" (the "Registration"); and

WHEREAS, CONOPCO, INC. db/a GOOD HUMOR-BRITVERS ICE CREAM, a corporation organized and existing under the laws of New York with offices at 909 Packwood Drive, Green Bay, Wisconsin 54303-9007 (hereinafter "Assignee"), is desirous of acquiring the Registration and all associated goodwill appurtenant thereto;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, effective as of August 21, 2005, Assignor hereby assigns to Assignee all right, title and interest in and to the Registration and all associated goodwill in and symbolized thereby.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this Agreement to be executed effective as of this 21 day of August, 2005.

CONEY'S FROZEN CUSTARD, L.L.C.

By: [Signature]  
Name: JASON S CHRISTENSEN  
Title: Owner/Manager  
Date: 8/29/05