U.S. DEPARTMENT OF COMMERCE Form PTO-1594 (Rev. 07/05) United States Patent and Trademark Office OMB Collection 0651-0027 (exp. 6/30/2008) 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. 2. Name and address of receiving party(ies) 1. Name of conveying party(ies): Yes Additional names, addresses, or citizenship attached? The Häagen-Dazs Shoppe Company, Inc. √ No Name: Dreyer's Grand Ice Cream, Inc. Internal Association Address:\_ Individual(s) Limited Partnership Street Address: 5929 College Avenue ☐ General Partnership ✓ Corporation- State: New Jersey City: Oakland Other \_\_\_\_\_ State: California Zip: 94618-1391 Citizenship (see guidelines)\_ Country:\_\_\_\_ Additional names of conveying parties attached? Yes 🗸 No Association Citizenship \_\_\_ General Partnership Citizenship \_\_\_\_\_ 3. Nature of conveyance )/Execution Date(s): Citizenship \_\_\_\_\_ Limited Partnership Execution Date(s) March 1, 2006 Corporation Citizenship Delaware Merger ✓ Assignment Citizenship . If assignee is not domiciled in the United States, a domestic Change of Name Security Agreement representative designation is attached: Yes (Designations must be a separate document from assignment) Other 4. Application number(s) or registration number(s) and identification or description of the Trademark. B. Trademark Registration No.(s) A. Trademark Application No.(s) 2.895,686 Additional sheet(s) attached? Yes No C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown): 5. Name & address of party to whom correspondence 6. Total number of applications and ONE concerning document should be mailed: registrations involved: Name: Anthony J. Malutta, Esq. 7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00 Internal Address: 8th Floor\_ Authorized to be charged by credit card TOWNSEND AND TOWNSEND AND CREW LLP ✓ Authorized to be charged to deposit account Street Address: <u>Two Embarcadero Center</u> | | Enclosed 8. Payment Information: City: <u>San Francisco</u> Last 4 Numbers \_\_\_\_\_\_ a. Credit Card State: California Zip: 94111 Expiration Date \_\_\_ Phone Number: (415) 576-0200 b. Deposit Account Number 20-1430 Fax Number: (415) 576-0300 Authorized User Name Townsend & Townsend & Crew I Email Address: aimalutta@townsend.com March 1, 2006 9. Signature: Date Signature

> Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or malled to: Documents to be recorded (including cover sneet) snould be least to (c). 7, 2450, Alexandria, VA 22313-1450 Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450 Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

\_ Total number of pages including cover [

sheet, attachments, and document:

Anthony J. Malutta

700247385

Name of Person Signing

## TRADEMARK ASSIGNMENT

This ASSIGNMENT is made on the date set opposite the signature hereinbelow, but shall be effective, nunc pro tune, as of March 1, 2006. The assignment made by this instrument is:

## FROM:

The Häagen-Dazs Shoppe Company, Inc., a New Jersey Corporation 5929 College Avenue Oakland, California 94618 United States of America (hereinafter "Assignor")

## TO:

Dreyer's Grand Ice Cream, Inc., a Delaware Corporation 5929 College Avenue Oakland, California 94618 United States of America (hereinafter "Assignee")

WHEREAS. Assignor is the owner of the trademark set forth in EXHIBIT A, and all rights related thereto (including rights related to any such trademark, service mark, logo and/or trade dress), and trademark application(s) therefore and any registration that may issue thereon (collectively, "the Marks").

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

WHEREAS, Assignor desires to assign to Assignee All Rights in the Marks (as defined hereinabove):

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 Marks (as defined hereinabove). This assignment of all claims for damages by reason of past infringement(s) of the Marks, 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 Marks 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 Marks, now and in the future.

The undersigned officer 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, understands, and agrees to the terms of this Assignment.

THE HÄAGEN-DAZS SHOPPE COMPANY, INC.

Dated: March 1, 2006

Name: Vicki L. Randall Title: General Counsel

## EXHIBIT A

TRADEMARK	U.S. SERLAL #	FILING DATE	REGISTRATION #	REGISTRATION DATE
MON CRÊPE	78/302,178	September 18, 2003	2,895,686	October 19, 2004