

TRADEMARK ASSIGNMENT

This ASSIGNMENT is made on the date set opposite the signature hereinbelow, but shall be effective, *nunc pro tunc*, 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

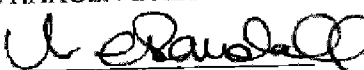
By: 
Name: Vicki L. Randall
Title: General Counsel

EXHIBIT A

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