

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	03/15/2006

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The Stroh Companies, Inc.		03/15/2006	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Dean Intellectual Property Services, L.P.
Composed Of:	COMPOSED OF DIPS GP, INC., a Delaware Corporation, its General Partner
Street Address:	2515 McKinney Avenue
Internal Address:	Suite 1200
City:	Dallas
State/Country:	TEXAS
Postal Code:	75201
Entity Type:	LIMITED PARTNERSHIP: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	1378326	STROH'S

CORRESPONDENCE DATA

Fax Number: (214)721-1275
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 214-303-3411
 Email: tms@deanfoods.com
 Correspondent Name: Bridget Griffin Johnson
 Address Line 1: 2515 McKinney Avenue
 Address Line 2: Suite 1200
 Address Line 4: Dallas, TEXAS 75201

ATTORNEY DOCKET NUMBER:	10497
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CH \$40.00 1378326

NAME OF SUBMITTER:	Jackie T. Gwinn
Signature:	/jackie t. gwinn/
Date:	03/21/2006
Total Attachments: 4 source=Stroh's#page1.tif source=Stroh's#page2.tif source=Stroh's#page3.tif source=Stroh's#page4.tif	

TRADEMARK ASSIGNMENT

This Trademark Assignment is by and between The Stroh Companies, Inc., a Delaware corporation having an address of 100 River Place, Detroit, Michigan 48207 ("Assignor") and Dean Intellectual Property Services, L.P, a Delaware Limited Partnership, having an address of 2515 McKinney Avenue, Suite 1200, Dallas, Texas 75201 ("Assignee"):

WHEREAS, Assignor is the owner of all right, title and interest in and to the domestic mark set forth on Exhibit A attached hereto and to the foreign mark set forth on Exhibit B attached hereto (hereafter the "Marks") and the related trademark registrations; and

WHEREAS, Assignor has agreed to GRANT, SELL, ASSIGN, TRANSFER and CONVEY to Assignee all right, title and interest in and to the Marks;

WHEREAS, Assignor makes no representations or warranties whatsoever regarding the Marks; and

WHEREAS, Assignee, for itself and its affiliates, successors and assigns, (i) acknowledges that the mark "Stroh" and derivative marks and related lion designs are used by (a) an Assignee of SBC Holdings, Inc. (said SBC Holdings, Inc. being a subsidiary of Assignor) and such Assignee's licensees (collectively, the "Beverage Mark Assignees") in the beverage business, and (b) Assignor in its businesses, and (ii) covenants that neither it nor its affiliates, successors or assigns will at any time seek to use the within assignment as a basis to prevent the Beverage Mark Assignees or Assignor, and their respective affiliates, successors, and assigns, from using the mark "Stroh" and derivative marks and the lion design in any line of commerce except ice cream and other frozen dairy desserts.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby grant, sell, assign, transfer and convey to Assignee, its successors, assigns and legal representatives, the entire right, title and interest in and to the Marks and the registrations therefor, together with the goodwill of the business symbolized by the Marks throughout the world;

Assignor also assigns unto Assignee all claims for damages by reason of infringement prior to the assignment date of the Marks throughout the world, with the right 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.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Trademark Assignment to be duly executed in a manner appropriate thereto.

THE STROH COMPANIES, INC.

Date: March 18, 2006

By: [Signature]
Name: George Kuehn
Title: vice president

DEAN INTELLECTUAL PROPERTY SERVICES, L.P.
By DIPS GP, INC, its General Partner

Date: March 8, 2006

By: [Signature]
Name: Bridget G. Johnson
Title: President

STATE OF MICHIGAN §
COUNTY OF Washtenaw §

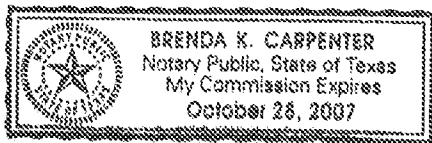
On this 15 day of March, 2006, before me personally appeared George Kuehn, who being by me duly sworn did depose and say that he is Vice President of The Stroh Companies, Inc., the corporation described in and which executed the foregoing Assignment; that he/she was authorized to sign the Assignment; and that he signed the foregoing Assignment as a free act on behalf of said corporation.

KATHLYN F. KINNAIRD
Notary Public, Washtenaw County, MI
My Commission Expires Jun. 17, 2006

[Signature]
Notary Public
Name: KATHLYN F. KINNAIRD

STATE OF TEXAS §
COUNTY OF DALLAS §

On this 8th day of March, 2006, before me personally appeared Bridget G. Johnson, who being by me duly sworn did depose and say that she is the President of DIPS GP, Inc., the General Partner of Dean Intellectual Property Services, L.P., the corporation described in and which executed the foregoing Assignment; that she was authorized to sign the Assignment; and that she signed the foregoing Assignment as a free act on behalf of said corporation.



[Signature]
Notary Public
Name: BRENDA K. CARPENTER

EXHIBIT A

U.S. Trademark Registrations

Mark	Registration No.	Registration Date
STROH'S	1,378,326	January 14, 1986

EXHIBIT B

Foreign Trademark Registrations

Country	Mark	Registration No.	Registration Date
Canada	STROH'S	TMA332731	October 9, 1987