

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
DIPS GP, Inc.		06/15/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Dean Intellectual Property Services, L.P.		
Composed Of:	COMPOSED OF DIPS GP, INC., 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	
Serial Number:	76636448	IDEAL DAIRY FARMS	
CORRESPONDENCE DATA			
Fax Number:	(214)721-1275		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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:	10525		
NAME OF SUBMITTER:	Jacqueline T. Gwinn		

CH \$40.00 76636448

Signature:

/jacqueline t. gwinn/

Date:

06/20/2006

Total Attachments: 3

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TRADEMARK AND COPYRIGHT ASSIGNMENT

This Trademark and Copyright Assignment is by and between DIPS GP, Inc., a Delaware corporation, having an address of 2515 McKinney Avenue, Suite 1200, Dallas, TX 75201 ("Assignor") and Dean Intellectual Property Services, L.P., a Delaware Limited Partnership, having an address of 2515 McKinney Avenue, Suite 1200, Dallas, TX 75201 ("Assignee"):

WHEREAS, Assignor is the sole owner of all rights in and to the copyrights (the "Copyrights") and the trademarks and applications therefor (collectively, the "Trademarks") as such Copyrights and Trademarks are specifically identified in Schedule 1 attached hereto and incorporated hereby reference;

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademarks and to the applications therefor, as a successor to the business of Assignor, or portion thereof, to which the Trademarks pertain and which business is ongoing and existing; and all right, title and interest in the Copyrights.

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

Assignor also assigns unto Assignee all claims for damages by reason of infringement prior to the assignment date of the Copyrights and Trademarks 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 has caused this Trademark and Copyright Assignment to be duly executed in a manner appropriate thereto, effective as of JUNE 15, 2006.

DIPS GP, INC.

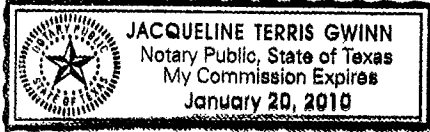
By: Bridget G. Johnson
Bridget G. Johnson
Vice President

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

By: Bridget G. Johnson
Bridget G. Johnson
President

THE STATE OF TEXAS §
 §
COUNTY OF DALLAS §

Before me, the undersigned, Notary Public, on this day personally appeared Bridget G. Johnson, known by me to be the person and officer whose name is subscribed to the foregoing instrument, and acknowledged to me that the same was the act of the said DIPS GP, Inc., a corporation, and that she has executed the same as the act of such corporation for the purposes and consideration therein expressed, and in the capacity therein stated.

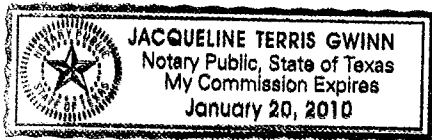


Jacqueline T. Gwinn

Notary Public

THE STATE OF TEXAS §
 §
COUNTY OF DALLAS §

Before me, the undersigned, Notary Public, on this day personally appeared Bridget G. Johnson, known by me to be the person and officer whose name is subscribed to the foregoing instrument, and acknowledged to me that the same was the act of the said Dean Intellectual Property Services, L.P., by its General Partner DIPS GP, Inc., a corporation, and that she has executed the same as the act of such corporation for the purposes and consideration therein expressed, and in the capacity therein stated.



Jacqueline T. Gwinn

Notary Public

SCHEDULE 1
INTELLECTUAL PROPERTY

Trademarks

Federal

Title	Country	Owner	Application #	Registration #	Status	Classes	Goods & Services
IDEAL DAIRY FARMS (Block Letters)	United States	Ideal Dairy Farms Inc.	76-636448	N/A	Pending – Initialized as of May 2, 2005	29 – Meats and Processed Foods	Milk, Skim milk, Non-fat milk, low fat milk and spring water.

Common Law

IDEAL DAIRY FARMS INC.

IDEAL DAIRY FARMS



Copyrights

