

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Dannon Company, Inc.		06/25/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Compagnie Gervais Danone		
Street Address:	17, Boulevard Haussmann		
City:	75009 Paris		
State/Country:	FRANCE		
Entity Type:	SOCIETE ANONYME: FRANCE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	78462743	DANUP	
Serial Number:	77175783	DAN-UP	
Serial Number:	78935024	DANINO	
Serial Number:	78887962	DANOFLEX	
Serial Number:	78753902	7 BENEFITS	
CORRESPONDENCE DATA			
Fax Number:	(212)837-6269		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2128376550		
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Correspondent Name:	Perla M. Kuhn		
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Address Line 2:	One Battery Park Plaza		
Address Line 4:	NEW YORK, NEW YORK 10004-1482		
ATTORNEY DOCKET NUMBER:	071202.2800 PMK/ESP		
DOMESTIC REPRESENTATIVE			

OP \$140.00 78462743

Name: Perla M. Kuhn
Address Line 1: Hughes Hubbard & Reed LLP
Address Line 2: One Battery Park Plaza
Address Line 4: New York, NEW YORK 10004-1482

NAME OF SUBMITTER:	Perla M. Kuhn
Signature:	/Perla M. Kuhn/
Date:	07/23/2008

Total Attachments: 2
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**ASSIGNMENT OF APPLICATION
BASED ON INTENT TO USE**

WHEREAS, The Dannon Company, Inc. ("Assignor"), a corporation of Delaware, with a place of business at 100 Hillside Avenue, 3rd Floor, has a bona fide intent to use the marks DANUP, DAN-UP, DANINO, DANOFLEX, 7 BENEFICES AND DESIGN (the "Marks") in commerce in connection with the above-described goods as follows;

WHEREAS, Assignor has applied to register the Mark on the Principal Register of the United States Patent and Trademark Office based on Assignors' bona fide intent to use the Mark in commerce in connection with the above-described goods as follows:

<u>APPLICATION SERIAL NO.</u>	<u>FILING DATE</u>	<u>MARK</u>	<u>In connection with goods in international classes</u>
78/462,743	August 5, 2004	DANUP	5, 29
77/175,783	May 8, 2007	DAN-UP	29
78/935,024	July 21, 2006	DANINO	29, 32
78/887,962	May 19, 2006	DANOFLEX	5, 25, 29, 30, 32, 35
78/753,902	November 15, 2005	7 BENEFICES AND DESIGN	5, 29, 30, 32 , 35

WHEREAS, Compagnie Gervais Danone, a Societe Anonyme (SA) of France, with a principal place of business at 17, Boulevard Haussmann, 75009 Paris, France ("Assignee"), desires to acquire the business of Assignor in connection with which Assignor has a bona fide intent to use the Marks and the above-described applications;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers the Marks and the above-referenced Applications there for, together with that portion of Assignor's business in connection with which it has a bona fide intent to use the Marks, and all of Assignor's rights therein, to Assignee.

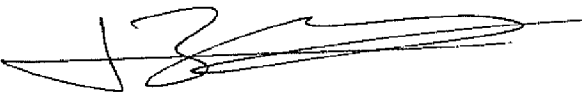
In two duplicates

THE DANNON COMPANY

By: 
Donna R. Besteiro
Vice President Legal Affairs/General Counsel

Dated: 6-25-08

COMPAGNIE GERVAIS DANONE

By: 
Jérôme BUSCAIL
Proxy Holder

Dated: June 17, 2008

COMPAGNIE GERVAIS DANONE
Société Anonyme
17, bd Haussmann
75009 Paris
552 067 092 R.C.S. PARIS

cession USA à CGD