

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF AN UNDIVIDED PART OF ASSIGNOR'S INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Dannon Company, Inc.		11/07/2008	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: 1			
Property Type	Number	Word Mark	
Serial Number:	77310219	DANAFLEX	
CORRESPONDENCE DATA			
Fax Number:	(212)837-6269		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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ATTORNEY DOCKET NUMBER:	071202.0335 PMK/ESP		
DOMESTIC REPRESENTATIVE			
Name:	Perla M. Kuhn		
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NAME OF SUBMITTER:	Perla M. Kuhn
Signature:	/Perla M. Kuhn/
Date:	11/14/2008
Total Attachments: 1 source=DANAFLEX ASGNMT#page1.tif	

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 mark DANAFLEX (the "Mark"), in connection with goods in International Classes 5, 29, 30 and 32;

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>
77/310,219	October 22, 2007	DANAFLEX

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 Mark and the above-described application;

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

THE DANNON COMPANY

By: 

Ken Strick
General Counsel

Dated: 11/7/08

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