

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The Dannon Company, Inc.		12/19/2008	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	IBE Business Enterprise, AG
Street Address:	Baarerstrasse 86
City:	Zug
State/Country:	SWITZERLAND
Postal Code:	6300
Entity Type:	CORPORATION: SWITZERLAND

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	2563167	LA CREME
Registration Number:	2759600	OOO-LA-LA CREME
Registration Number:	3188633	FRUSION
Registration Number:	3188662	FRUSION
Registration Number:	3185480	FRUSION
Registration Number:	3188665	FRUSION
Registration Number:	3407837	

CORRESPONDENCE DATA

Fax Number: (999)999-9999
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 011.52.55.5095.2031
 Email: jmurphy@aml.com.mx
 Correspondent Name: John M. Murphy
 Address Line 1: 5801 Bob Bullock (Loop 20)
 Address Line 2: Building C1-56YI

OP \$190.00 2563167

Address Line 4: Laredo, TEXAS 78041

ATTORNEY DOCKET NUMBER: 05550.0321

DOMESTIC REPRESENTATIVE

Name: John M. Murphy
Address Line 1: 5802 Bob Bullock (Loop 20)
Address Line 2: Building C1-56YI
Address Line 4: Laredo, TEXAS 78041

NAME OF SUBMITTER: John M. Murphy

Signature: /John M. Murphy/

Date: 03/09/2009

Total Attachments: 5
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ASSIGNMENT OF TRADEMARKS

This ASSIGNMENT OF TRADEMARKS (this "Assignment") is made and entered into as of this 19th day of December, 2008, by and among THE DANNON COMPANY, INC. ("Assignor"), in favor of IBE BUSINESS ENTERPRISE, AG ("Assignee"), for its benefit. Assignor and Assignee are collectively referred to herein as the "Parties" and each individually as a "Party."

WITNESSETH:

WHEREAS, Assignor and Assignee and certain other parties are parties to an Asset Purchase Agreement (the "Asset Purchase Agreement") dated as of December 17, 2008, pursuant to which Assignee has acquired all of Assignor's right, title and interest in and to all of the Transferred Marks (as defined in the Asset Purchase Agreement), including, without limitation, those trademarks listed in Schedule I hereto (all such trademarks referred to collectively as the "Assigned Trademarks").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor and Assignee each hereby agree as follows:

1. Assignment. Assignor hereby sells, assigns, transfers, conveys and delivers to Assignee and its successors and assigns, and Assignee hereby purchases and accepts from Assignor, all of Assignor's right, title and interest in, to and under the Assigned Trademarks, including, without limitation, all past and present goodwill associated therewith or symbolized thereby, all common law rights thereto, all registrations that have been or may be granted thereon, all applications for registrations thereof, all income, royalties, damages and payments now or hereafter due or payable with respect to the Assigned Trademarks and all records and files to the extent related thereto, which are delivered to Assignee under the Asset Purchase Agreement, together with the right to sue and recover damages for future, present or past infringements thereof and to fully and entirely stand in the place of Assignor in all matters related thereto.

2. Further Assurances. Assignor agrees, at the cost and expense of Assignee, to execute and deliver such other documents and to take all such other actions which Assignee, its successors and assigns may reasonably request to effect the terms of this Assignment and to execute and deliver any and all affidavits, testimonies, declarations, oaths, samples, exhibits, specimens and other documentation as may be reasonably required to effect the terms of this Assignment.

3. No Warranties. Except as expressly provided in the Asset Purchase Agreement, Assignor makes no warranties, express or implied, with respect to the Assigned Trademarks.

4. Recordation. The Parties agree that Assignee may record this Assignment in the United States Patent and Trademark Office and/or the applicable foreign authorities to record Assignee as the assignee and owner of the Assigned Trademarks.

5. Miscellaneous. This Assignment shall be governed by, and construed in accordance with, the laws of the State of New York applicable to contracts made and to be performed entirely in such state without regard to principles of conflicts or choice of laws or any other law that would make the laws of any other jurisdiction other than the State of New York applicable hereto. This Assignment may not be supplemented, altered or modified in any manner except by a writing signed by the Parties hereto. The failure of any Party to enforce any terms or provisions of this Assignment shall not waive any of its rights under such terms or provisions. This Assignment shall bind and inure to the benefit of the respective Parties and their assigns, transferees and successors. This Assignment and any amendments hereto may be executed in one or more counterparts, each of which shall be deemed an original but all of which together will constitute on and the same instrument.

[The remainder of this page has been intentionally left blank.]

IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment as of the day and year first above written.

THE DANNON COMPANY, INC

By: _____

Name: *Guillem MENEZES*

Title: *Director Corporate Development, Sage Dannon -*

IBE BUSINESS ENTERPRISE, AG

By: _____

Name:

Title:

By: _____

Name:

Title:

*Signature Page
Trademark Assignment*

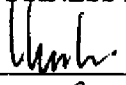
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REEL: 003948 FRAME: 0543**

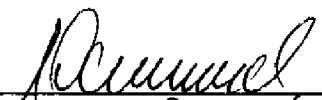
IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment as of the day and year first above written.

THE DANNON COMPANY, INC

By: _____
Name:
Title:

IBE BUSINESS ENTERPRISE, AG

By:  _____
Name: IBS KEITH PRICE
Title: DIRECTOR

By:  _____
Name: Jürg Dannecker
Title: Director

*Signature Page
Trademark Assignment*

SCHEDULE I**ASSIGNED TRADEMARKS****LA CRÈME**

Mark	Country	Reg. No. / Date	Serial No. / Filed	Owner	Status
LA CREME and design	U.S.	2,563,167 04/23/2002	76/087,958 07/10/2000	The Dannon Company, Inc.	Registered
OOO-LA-LA CREME	U.S.	2,759,600 09/02/2003	76/220,046 03/05/2001	The Dannon Company, Inc.	Registered

FRUSION

Mark	Country	Reg. No. / Date	Serial No. / Filed	Owner	Status
FRUSION	U.S.	3,188,633 12/26/2006	78/274,449 07/15/2003	The Dannon Company, Inc.	Registered
FRUSION	U.S.	3,188,662 12/26/2006	78/403,861	The Dannon Company, Inc.	Registered
FRUSION	U.S.	3,185,480 12/19/2006	78/403,861 04/19/2004	The Dannon Company, Inc.	Registered
FRUSION and design	U.S.	3,185,480 12/19/2006	78/412,815 05/04/2004	The Dannon Company, Inc.	Registered
FRUSION and design	U.S.	3,188,665 12/26/2006	78/412,818 05/04/2004	The Dannon Company, Inc.	Registered
BLENDER DESIGN	U.S.	3,407,837 04/08/2008	77/020,033 10/12/2006	The Dannon Company, Inc.	Registered