

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
WhiteWave Foods Company		07/19/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	WhiteWave Services, Inc.		
Street Address:	2711 North Haskell		
Internal Address:	Suite 3400		
City:	Dallas		
State/Country:	TEXAS		
Postal Code:	75204		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3513289	VIRTUOSO	
CORRESPONDENCE DATA			
Fax Number:	(214)721-8835		
	<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:	2711 North Haskell		
Address Line 2:	Suite 3400		
Address Line 4:	Dallas, TEXAS 75204		
ATTORNEY DOCKET NUMBER:	10916		
NAME OF SUBMITTER:	Jackie T. Gwinn		
Signature:	/jackie t. gwinn/		

CH \$40.00 3513289

Date:

07/21/2010

Total Attachments: 1

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TRADEMARK ASSIGNMENT

This Trademark Assignment is by and between WhiteWave Foods Company, a Delaware corporation having an address of 2711 North Haskell Ave., Suite 3400, Dallas, Texas 75204 ("Assignor") and WhiteWave Services, Inc., a Delaware corporation having an address of 2711 North Haskell Ave., Suite 3400, Dallas, Texas 75204 ("Assignee"):

WHEREAS, Assignor is the owner of all right, title and interest in the mark VIRTUOSO and the related U.S. Trademark Registration No. 3,513,289 (the "Mark"); and

WHEREAS, Assignee desires to acquire all Assignor's right, title and interest in and to the Mark.

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 Mark and the registration therefor, together with the goodwill of the business symbolized by the Mark throughout the world;

Assignor also assigns unto Assignee all claims for damages by reason of infringement prior to the assignment date of the Mark 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 Assignment to be duly executed in a manner appropriate thereto, effective as of July 19, 2010.

WHITEWAVE FOODS COMPANY

By: [Signature]
Name: Rachel A. Gonzalez
Title: Vice President & Secretary

THE STATE OF TEXAS §
 §
COUNTY OF DALLAS §

On this 19th day of July, 2010, before me personally appeared Rachel A. Gonzalez, who being by me duly sworn did depose and say that she is Vice President & Secretary of WhiteWave Foods Company, the corporation described in and which executed the foregoing Assignment; that she was authorized to sign the Assignment; and that he/she signed the foregoing Assignment as a free act on behalf of said corporation.

[Signature]
Notary Public
Name: Dellia Shane Valles
My Commission Expires: 2-12-12

