

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
YOKO ONO LENNON		10/26/2010	a U.S. individual: UNITED STATES
RECEIVING PARTY DATA			
Name:	BEN & JERRY'S HOMEMADE, INC.		
Street Address:	7 Burlington Square		
Internal Address:	P.O. Box 530		
City:	Burlington		
State/Country:	VERMONT		
Postal Code:	05402-0530		
Entity Type:	CORPORATION: VERMONT		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3613348	IMAGINE WHIRLED PEACE	
CORRESPONDENCE DATA			
Fax Number:	(212)310-1659		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212 626 4557		
Email:	nyctrademarks@bakermckenzie.com		
Correspondent Name:	Baker & McKenzie LLP		
Address Line 1:	1114 Avenue of the Americas		
Address Line 2:	Lisa W. Rosaya		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	39193324-05/AU02PU4		
NAME OF SUBMITTER:	Lisa W. Rosaya		
Signature:	/lwr/		

CH \$40.00 3613348

Date:

11/02/2010

Total Attachments: 1

source=Assignment from Yoko Ono Lennon to Ben & Jerry's Homemade, Inc. for Reg No 3613348 #page1.tif

ASSIGNMENT OF TRADEMARK

The undersigned, BEN & JERRY'S HOMEMADE, INC., a corporation having an address at 7 Burlington Square, P.O. Box 530, Burlington, Vermont 05402-0530 ("Assignor"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, received from YOKO ONO LENNON, a U.S. individual having an address at 1 West 72nd Street, New York, New York 10023 ("Assignee"), and pursuant to a certain Merchandising License Agreement entered into as of February 1, 2008 by and between Assignor, on the one hand, and Bag One Arts, Inc. and Assignee, on the other, does hereby assign, transfer, deliver and set over to Assignee and Assignee's successors and assigns forever, and Assignee hereby acquires from Assignor, all of Assignor's right, title and interest in and to:

the U.S. trademark **IMAGINE WHIRLED PEACE**, and any logos, insignias, designs and other proprietary interests therein, including, without limitation, U.S. Reg. No. 3613348, together with the whole of the good will of the business associated therewith, (the "Trademark")

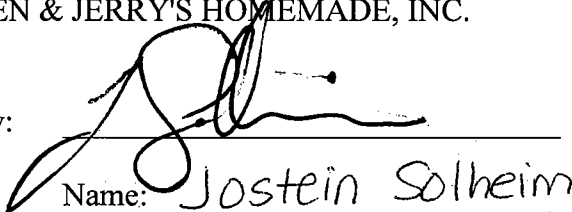
to be held and enjoyed by Assignee, for its own use and enjoyment, and for the use and enjoyment of its successors and assigns forever, at common law and/or to the end of the term for which registration of the said Trademark may be granted, or renewed, as fully and entirely as the same would have been held and enjoyed by Assignor had the assignment set forth herein not been made; together with all causes of action and the proceeds thereof in favor of Assignor heretofore accrued or hereafter accruing by reason of past infringement, dilution, misappropriation or other violation of the Trademark, with the right to sue and collect damages for its own use and benefit, and for the use and on behalf of its successors or assigns.

From and after the date hereof, Assignor shall, upon request and at the expense of Assignee, but without further consideration, do, execute, acknowledge, deliver and file, or shall cause to be done, executed, acknowledged, delivered and filed, all such further acts, deeds, transfers, conveyances, assignments or assurances as may be reasonably requested by Assignee to transfer, convey and assign to Assignee possession and use of the Trademark to comply with all applicable legal requirements to effect such transfers, conveyances and assignments.

IN TESTIMONY WHEREOF, Assignor has caused this Assignment to be executed.

BEN & JERRY'S HOMEMADE, INC.

By:


Name: Jostein Solheim

Title: CEO

Date: October 26, 2010