

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Convenience Franchise Group, LLC		03/03/2010	LIMITED LIABILITY COMPANY: OHIO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Ben & Jerry's Homemade Inc.		
<b>Street Address:</b>	7 Burlington Square		
<b>Internal Address:</b>	P.O. Box 530		
<b>City:</b>	Burlington		
<b>State/Country:</b>	VERMONT		
<b>Postal Code:</b>	05402-0530		
<b>Entity Type:</b>	CORPORATION: VERMONT		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1677799	AMERICONE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)310-1659		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212 626 4557		
<b>Email:</b>	nyctrademarks@bakermckenzie.com		
<b>Correspondent Name:</b>	Lisa W. Rosaya		
<b>Address Line 1:</b>	1114 Avenue of the Americas		
<b>Address Line 2:</b>	Baker & McKenzie LLP		
<b>Address Line 4:</b>	New York, NEW YORK 10036		
<b>ATTORNEY DOCKET NUMBER:</b>	39193324-05/AU033QM		
<b>NAME OF SUBMITTER:</b>	Lisa W. Rosaya		
<b>Signature:</b>	/lwr/		

CH \$40.00 1677799

Date:

01/31/2011

Total Attachments: 1

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U.S. TRADEMARK ASSIGNMENT

WHEREAS, Convenience Franchise Group, LLC, an Ohio limited liability company (hereinafter "Assignor"), is the owner of the U.S. Trademark Registration No. 1,677,799 for the trademark AMERICONE; and

WHEREAS, Ben & Jerry's Homemade Inc., a Vermont corporation (hereinafter "Assignee"), is desirous of acquiring said trademark registration.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor does hereby assign to Assignee all of Assignor's right, title and interest in and to said trademark registration, together with the goodwill of the business symbolized by said trademark registration.

IN TESTIMONY WHEREOF, Assignor has caused this Agreement to be executed effective as of this 3d day of March, 2010.

CONVENIENCE FRANCHISE GROUP, LLC

By: Joseph C. Hancock

Name: Joseph C. Hancock

Title: MGR.

Date: 3/5/10