

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 Services, Inc.		11/20/2012	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Morningstar Foods, LLC
Street Address:	2711 North Haskell Avenue, Suite 3400
City:	Dallas
State/Country:	TEXAS
Postal Code:	75204
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Registration Number:	1893833	BAKER'S TOPPING
Registration Number:	1019518	FABLE
Registration Number:	1733391	FROSTIN PRIDE
Registration Number:	0743071	HY 'N DRY
Registration Number:	3992356	PASTRY PRIDE
Registration Number:	0873914	PASTRY PRIDE
Registration Number:	0911291	QWIP
Registration Number:	0538676	QWIP
Registration Number:	2151383	SQUEEZE-PRO
Registration Number:	1830468	
Registration Number:	0940577	TOPPIN PRIDE

CORRESPONDENCE DATA

Fax Number: 2147218835

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent

TRADEMARK

via US Mail.

Phone: 214-303-3411
Email: tms@deanfoods.com
Correspondent Name: Bridget Griffin Johnson
Address Line 1: 2711 North Haskell Avenue, Suite 3400
Address Line 4: Dallas, TEXAS 75204

NAME OF SUBMITTER:	Jackie T. Gwinn
Signature:	/jackie t. gwinn/
Date:	11/21/2012

Total Attachments: 3

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TRADEMARK ASSIGNMENT

WHEREAS, WhiteWave Services, Inc. ("WhiteWave"), a Delaware corporation having its principal place of business at 2411 North Haskell Avenue, Suite 3400, Dallas, Texas 75204, is the owner of the following trademarks:

United States

Mark	App. #	App. Dt	Reg. #	Reg Dt
BAKER'S TOPPING and Design	74/332026	11/16/1992	1,893,833	5/9/1995
FABLE	73/032855	9/24/1974	1,019,518	9/2/1975
FROSTIN' PRIDE	74/259765	3/27/1992	1,733,391	11/17/1992
HY 'N DRY	72/132225	11/17/1961	743,071	1/1/1963
PASTRY PRIDE	85/068797	6/22/2010	3,992,356	7/12/2011
PASTRY PRIDE (Stylized)	72/292420	3/4/1968	873,914	7/29/1969
QWIP	72/361912	6/8/1970	911,291	4/13/1971
QWIP (Stylized)	71/589373	12/15/1949	538,676	2/27/1951
SQUEEZE-PRO (Stylized)	75/146733	8/7/1996	2,151,383	4/14/1998
SWIRL TOPPING DESIGN (Dollop)	74/332031	11/16/1992	1,830,468	4/12/1994
TOPPIN PRIDE (Stylized)	72/378383	12/10/1970	940,577	8/8/1972

WHEREAS, Morningstar Foods, LLC ("Morningstar"), a Delaware limited liability company having a principle place of business at 2411 North Haskell Avenue, Suite 3400, Dallas, Texas 75204, and WhiteWave are parties to that certain Trademark Transfer Agreement executed on or about October 23, 2012, pursuant to which WhiteWave is obligated to assign said trademarks to Morningstar.

NOW, THEREFORE, in consideration of the Trademark Transfer Agreement and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, WhiteWave hereby assigns to Morningstar the entire right, title and interest in and to said trademarks, all applications and registrations therefore, the right to sue for, settle and release past, present and future infringement of said trademarks, and the goodwill of the business symbolized by said trademarks.

WhiteWave covenants that it has the full right to convey the entire interest herein assigned, and that it has not executed, and will not execute, any agreement in conflict herewith. WhiteWave further covenants and agrees that it will sign all lawful papers, make all rightful declarations and/or oaths and generally do what is necessary to enable Morningstar, its successors, legal representatives and assigns, to record and enforce this assignment.

[Signatures on following page]

Signed to be effective as of October 26, 2012.

WhiteWave Services, Inc.

By: Bridget G Johnson

Name: Bridget G Johnson

Title: Vice President

Date: 11-20-2012

Morningstar Foods, LLC

By: [Signature]

Name: Kevin C. Yost

Title: President

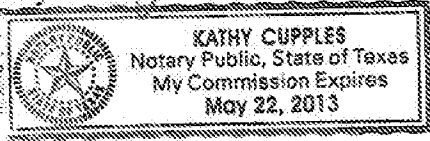
Date: 11-20-12

STATE OF TEXAS §
 §
COUNTY OF DALLAS §

On this 20th day of November, 2012, before me a notary public, the undersigned, personally appeared Bridget Johnson, known to me (or satisfactorily proven) to be the person whose name is subscribed to the above instrument, and acknowledged that he executed the same in the capacity and for the purposes therein contained.

In witness whereof, I hereunto set my hand and official seal.

Kathy Cupples
Notary Public



STATE OF TEXAS §
 §
COUNTY OF DALLAS §

On this 10 day of November, 2012, before me a notary public, the undersigned, personally appeared Kevin C. Vost, known to me (or satisfactorily proven) to be the person whose name is subscribed to the above instrument, and acknowledged that he executed the same in the capacity and for the purposes therein contained.

In witness whereof, I hereunto set my hand and official seal.

Kathy Cupples
Notary Public

