

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
The Dannon Company, Inc.		05/14/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Compagnie Gervais Danone		
Street Address:	17 boulevard Haussmann		
City:	Paris 75009		
State/Country:	FRANCE		
Entity Type:	CORPORATION: FRANCE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85746131	DANONINO	
CORRESPONDENCE DATA			
Fax Number:	2027995144		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2027994000		
Email:	dctrademarks@dlapiper.com		
Correspondent Name:	Ann K. Ford		
Address Line 1:	500 Eighth Street, NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		
ATTORNEY DOCKET NUMBER:	DANONE-REGIMBEUX		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			
Address Line 3:			

OP \$40.00 85746131

Address Line 4:

NAME OF SUBMITTER:

Thomas E. Zutic

Signature:

/Thomas E. Zutic/

Date:

02/28/2014

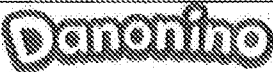
Total Attachments: 1

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TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is entered into as of February 14th, 2013 by THE DANNON COMPANY, INC., a Delaware corporation ("Assignor"), in favor of COMPAGNIE GERVAIS DANONE, a corporation organized in France ("Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the following U.S. Trademark Application (hereinafter, the "Mark"):

<u>Mark</u>	<u>Logo</u>	<u>Ser. No.</u>	<u>Goods</u>
DANONINO (stylized)		85/746,131	"Yogurt and yogurt-based beverages; dairy-based beverages; dairy products excluding ice cream, ice milk and frozen yogurt" in Class 29; and "Fruit juices and fruit drinks; fruit-based beverages with yogurt; smoothies" in Class 32.

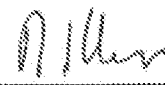
WHEREAS, the Assignee wishes to acquire from the Assignor all right, title and interest in and to the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all of its right, title and interest in and to the Mark, together with the goodwill of the business appurtenant to and symbolized by the Mark and including, without limitation, all common law rights in and to the Mark and the right to sue and recover for, and the right to profits or damages due or accrued or arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Mark, to be held and enjoyed by Assignee, its successors and assigns to the same extent that such would have been held and enjoyed by Assignor had such assignment not been made.

THE DANNON COMPANY, INC.

COMPAGNIE GERVAIS DANONE

By: 

By: 

Name: PENELOPE BARNETT

Name: _____

Title: Associate General Counsel

Title: Delphine DE CHALVRON
General Counsel
Intellectual Property & Media