

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM438934

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|---|--|-----------------------|--|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| DFC Ventures, LLC | | 08/11/2017 | Limited Liability Company: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Steve's Ice Cream, 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: 4 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 1158272 | STEVE'S ICE CREAM | |
| Registration Number: | 3861345 | : - 9 | |
| Registration Number: | 4084176 | STEVE'S | |
| Registration Number: | 4372734 | STEVE'S ICE CREAM | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 2147218835 | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Phone: | 214-303-3527 | | |
| Email: | tms@deanfoods.com | | |
| Correspondent Name: | Mark Niermann | | |
| Address Line 1: | 2711 North Haskell Avenue, Suite 3400 | | |
| Address Line 4: | Dallas, TEXAS 75204 | | |
| NAME OF SUBMITTER: | Jacqueline T. Gwinn | | |
| SIGNATURE: | /jacqueline t. gwinn/ | | |
| DATE SIGNED: | 08/11/2017 | | |
| Total Attachments: 3 | | | |
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| source=DFC Ventures-Steve's Ice Cream 8-11-17-Executed#page2.tif | | | |

CH \$115.00 1158272

TRADEMARK ASSIGNMENT

This Trademark Assignment is by and between DFC VENTURES, LLC, a Delaware limited liability company having an address of 2711 North Haskell Avenue, Suite 3400, Dallas, TX 75204 ("Assignor") and STEVE'S ICE CREAM, LLC, a Delaware limited liability company having an address of 2711 North Haskell Avenue, Suite 3400, Dallas, TX 75204 ("Assignee"):

WHEREAS, Assignor is the owner of all right, title and interest in and to the domestic marks set forth on Exhibit A attached hereto (hereafter the "Marks") and the related trademark registrations and pending applications; and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Marks and in and to the applications therefor, as a successor to the business of Assignor, or portion thereof, to which the Marks pertain and which business is ongoing and existing.

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 Marks and the registrations and applications therefor, together with the goodwill of the business symbolized by the Marks throughout the world;

Assignor also assigns unto Assignee all claims for damages by reason of infringement prior to the assignment date of the Marks 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 Aug 11, 2017.

DFC VENTURES, LLC

By: Edwin Hinson

Name: Edwin Hinson

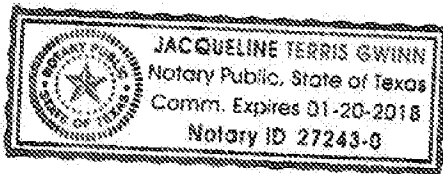
Title: Vice President, General Manager-Ice Cream

THE STATE OF TEXAS

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COUNTY OF DALLAS

On this 17th day of August, 2017, before me personally appeared Edwin Hinson, who being by me duly sworn did depose and say that he is Vice President, General Manager-Ice Cream of DFC VENTURES, LLC, the corporation described in and which executed the foregoing Assignment; that he/she was authorized to sign the Assignment; and that he/she signed the foregoing Assignment as a free act on behalf of said corporation.



Jacqueline Terris Gwinn
Notary Public
Name: JACQUELINE TERRIS GWINN

My Commission Expires: 1-20-2018

EXHIBIT A

U.S. Trademark Registrations

| <u>Country</u> | <u>Mark</u> | <u>Registration Date</u> | <u>Registration No.</u> |
|----------------|---|--------------------------|-------------------------|
| <u>U.S.</u> | <u>STEVE'S ICE CREAM</u> | <u>June 23, 1981</u> | <u>1,158,272</u> |
| <u>U.S.</u> |  | <u>October 12, 2010</u> | <u>3,861,345</u> |
| <u>U.S.</u> | <u>STEVE'S</u> | <u>January 10, 2012</u> | <u>4,084,176</u> |
| <u>U.S.</u> | <u>STEVE'S ICE CREAM</u> | <u>July 23, 2013</u> | <u>4,372,734</u> |