

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM442939

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Suiza Dairy Group, LLC	FORMERLY Dean Intellectual Property Services, Inc.	09/13/2017	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Dean Intellectual Property Services II, Inc.		
Street Address:	2711 North Haskell Avenue, Suite 3400		
City:	Dallas		
State/Country:	TEXAS		
Postal Code:	75204		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	0838013	FIELDCREST	
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:	2147218835		
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:	09/13/2017		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

This Trademark Assignment is by and between SUIZA DAIRY GROUP, LLC, successor-in-interest to DEAN INTELLECTUAL PROPERTY SERVICES, INC., a Delaware limited liability company, having an address of 2711 North Haskell Avenue, Suite 3400, Dallas, Texas 75204 ("Assignor"), and DEAN INTELLECTUAL PROPERTY SERVICES II, INC., a Delaware corporation having an address of 2711 North Haskell Avenue, Suite 3400, Dallas, Texas 75204 ("Assignee"):

WHEREAS, Assignor is the owner of all right, title and interest in and to the mark FIELDCREST (stylized), U.S. Trademark Registration No. 0838,013 (the "Mark"); and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Mark, as a successor to the business of Assignor, or portion thereof, to which the Mark pertains and which business is ongoing and existing; and

WHEREAS, Assignor has elected to be a disregarded entity under §7701 of the Income Tax Regulations and, as such, its operations are deemed, for tax purposes, to be subsumed by Dean Foods Company; and

WHEREAS, Assignor and Assignee intend this Assignment to be treated for tax purposes as a contribution from Dean Foods Company to Assignee.

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 Mark and the registration therefor, together with the goodwill of the business symbolized by the Mark;

Assignor also assigns unto Assignee all claims for damages by reason of infringement prior to the assignment date of the Mark, 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 9/13, 2017.

SUIZA DAIRY GROUP, LLC,
Successor-in-interest to
Dean Intellectual Property Services, Inc.

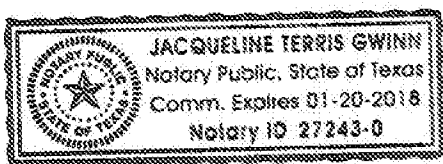
By: Mark Niemann
Name: Mark Niemann
Title: Vice President, Chief Counsel-IP, R&D, Marketing

THE STATE OF TEXAS

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COUNTY OF DALLAS

On this 13th day of September, 2017, before me personally appeared Mark Niermann, who being by me duly sworn did depose and say that he is Vice President, Chief Counsel-IP, R&D, Marketing of Suiza Dairy Group, LLC, the limited liability company described in and which executed the foregoing Assignment; that he was authorized to sign the Assignment; and that he 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