

RECORDED

11-19-1999

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office



Tab settings MUD 11/15/99

To the Honorable Commissioner of Patents a.

101204144

original documents or copy thereof.

1. Name of conveying party(ies):

STEINFELD'S PRODUCTS COMPANY

- Individual(s)
 - General Partnership
 - Corporation-State Oregon
 - Other
- Association
 - Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: June 30, 1999

2. Name and address of receiving party(ies)

Name: SP Acquisition Company

Internal Address: 3600 North River Road

Street Address:

City: Franklin Park State: IL ZIP: 60131

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Delaware
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached? Yes No

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,302,972

1,100,912

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Lynn B. Wisser

Internal Address:

Dean Foods Company

Street Address: 3600 North River Road

City: Franklin Park State: IL ZIP: 60131

6. Total number of applications and registrations involved: 2

7. Total fee (37 CFR 3.41).....\$ 65.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Lynn B. Wisser

Name of Person Signing

Lynn B. Wisser
Signature

11-9-99

Date

Total number of pages including cover sheet, attachments, and document: 4

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK
REEL: 001990 FRAME: 0157

ASSIGNMENT OF TRADEMARK REGISTRATIONS

WHEREAS, STEINFELD'S PRODUCTS COMPANY, an Oregon corporation, 10001 N. Rivergate Boulevard, Portland, Oregon 97203, has adopted and is using the marks shown in the attached Exhibit A which are registered with the United States Patent and Trademark Office; and

WHEREAS, SP ACQUISITION COMPANY, a Delaware corporation, 3600 N. River Road, Franklin Park, Illinois 60131 is desirous of acquiring said marks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said STEINFELD'S PRODUCTS COMPANY does hereby assign unto the said SP ACQUISITION COMPANY, all right, title and interest in and to the said marks, together with the good will of the business symbolized by the mark, and the above identified registrations thereof.

IN WITNESS WHEREOF, I have hereunto set my hand this 30th day of ~~July~~^{June}, 1999.

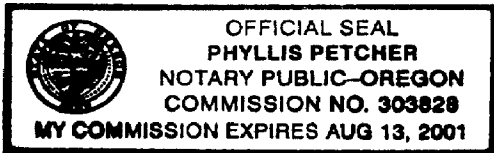
STEINFELD'S PRODUCTS COMPANY,
an Oregon corporation

H. Richard Steinfeld

H. Richard Steinfeld
President

STATE OF OREGON)
) ss.
County of Multnomah)

On this 30th day of ~~July~~^{JUNE}, 1999, before me appeared H. Richard Steinfeld, the person who signed this instrument, who acknowledged that he was the President of STEINFELD'S PRODUCTS COMPANY and has signed this Assignment on behalf of STEINFELD'S PRODUCTS COMPANY with authority to do so.



Phyllis Petcher
Notary Public for Oregon
My commission expires: 8-13-01

EXHIBIT A

<u>MARK</u>	<u>REG. NO.</u>
1. Steinfeld's Western Acres with box design	1302972
2. Steinfeld's Western Acres with design	1100912

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