

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	04/30/2007

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Steve's Homemade Ice Cream, Inc.		04/30/2007	CORPORATION: NEW JERSEY

RECEIVING PARTY DATA

Name:	Swensen's Ice Cream Company
Street Address:	210 Shields Court
City:	Markham, Ontario
State/Country:	CANADA
Postal Code:	L3R 8V2
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	1435868	HEIDI'S ADD A LITTLE CULTURE TO YOUR LIFE
Registration Number:	1368296	HEIDI'S FROGEN YOZURT

CORRESPONDENCE DATA

Fax Number: (214)661-4899
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 214.953.6818
 Email: daltmdept@bakerbotts.com
 Correspondent Name: Valerie Verret
 Address Line 1: 2001 Ross Avenue
 Address Line 2: Suite 600
 Address Line 4: Dallas, TEXAS 752012980

ATTORNEY DOCKET NUMBER:	069410.0934/0955
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DOMESTIC REPRESENTATIVE

900076191

**TRADEMARK
 REEL: 003536 FRAME: 0806**

CH \$65.00 1435868

Name: Valerie Verret
Address Line 1: 2001 Ross Avenue
Address Line 2: Suite 600
Address Line 4: Dallas, TEXAS 752012980

NAME OF SUBMITTER:	Valerie Verret
Signature:	/Valerie Verret/
Date:	05/07/2007

Total Attachments: 4
source=HIEDI'S etc Assignment - Steve's to Swensen's#page1.tif
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TRADEMARK ASSIGNMENT

WHEREAS, STEVE'S HOMEMADE ICE CREAM, INC. (hereafter "Assignor"), a corporation organized and existing under the laws of New Jersey, and having an address of 424 E. John Street, Lindenhurst, New York 11757, is the owner of trademark registrations for HEIDI'S ADD A LITTLE CULTURE TO YOUR LIFE & Design, which is registered in the United States Patent and Trademark Office, Registration No. 1,435,868, granted April 7, 1987 and HEIDI'S FROGEN YOZURT, which is registered in the United States Patent and Trademark Office, Registration No. 1,368,296, granted October 29, 1985 (Assignor's rights in the trademarks and registrations shall be collectively referred to herein as the "Marks"); and

WHEREAS, SWENSEN'S ICE CREAM COMPANY (hereafter "Assignee"), a corporation organized and existing under the laws of the state of California, having an address of 210 Shields Court, Markham, Ontario L3R 8V2, desires to acquire all of Assignor's right, title and interest in and to the Marks and the registrations thereof.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby grant and assign to Assignee, its successors, assigns and legal representatives, all of Assignor's right, title and interest in and to the Marks together with the goodwill associated therewith.

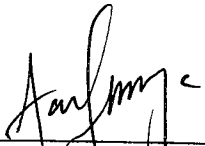
Assignor also assigns unto Assignee all claims for damages by reason of infringement prior to the date of assignment of the Marks, with the right to sue for and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns and other legal representatives.

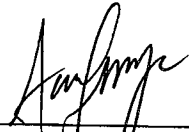
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IN WITNESS WHEREOF, the parties have caused this Trademark Assignment to be executed on the dates and in the capacities shown below.

STEVE'S HOMEMADE ICE CREAM, INC

SWENSEN'S ICE CREAM COMPANY

By: 
Name: Aaron Seligson
Title: Director
Date: April 30, 2007

By: 
Name: Aaron Seligson
Title: Director
Date: April 30, 2007

PROVINCE OF ONTARIO

REGION OF YORK

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NOTARIAL ACKNOWLEDGMENT

Before me, the undersigned, a Notary Public on this day personally appeared AARON SERRA, DIRECTOR of Steve's Homemade Ice Cream, Inc. known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that the same was the act of the said Steve's Homemade Ice Cream, Inc., a New Jersey corporation, and that he had executed the same as the act of such corporation for the purpose and consideration therein expressed, and in the capacity therein stated.

Given under my hand and seal of office, this 30th day of APRIL, 2007.



Notary Public, Province of Ontario

BERNARD GROPPER

(SEAL)

My commission expires the INDEFINITE day
of _____,
20____.

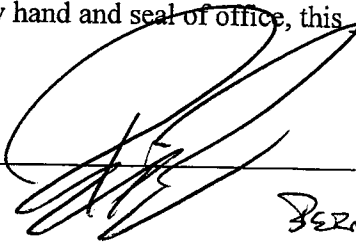
PROVINCE OF ONTARIO
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NOTARIAL ACKNOWLEDGMENT

Before me, the undersigned, a Notary Public on this day personally appeared AARON SERRUYA, DIRECTOR of Swensen's Ice Cream Company known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that the same was the act of the said Swensen's Ice Cream Company, a California corporation, and that he had executed the same as the act of such corporation for the purpose and consideration therein expressed, and in the capacity therein stated.

Given under my hand and seal of office, this 30th day of APRIL, 2007.



Notary Public, Province of Ontario
BERNARD GROPPER

(SEAL)

INDEFINITE
My commission expires the _____ day
of _____,
20____.