

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM355046

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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 |
| WWF Operating Company | | 08/14/2015 | CORPORATION: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | WhiteWave Services, Inc. | | |
| Street Address: | 12002 Airport Way | | |
| City: | Broomfield | | |
| State/Country: | COLORADO | | |
| Postal Code: | 80021 | | |
| Entity Type: | CORPORATION: DELAWARE | | |
| PROPERTY NUMBERS Total: 11 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 4212736 | EIEIO | |
| Registration Number: | 4220657 | EIEIO INC. | |
| Registration Number: | 4195892 | FROSTY JOE | |
| Registration Number: | 4212932 | FROSTY JOE CAPPUCCINOS LATTES FROZEN COF | |
| Registration Number: | 4208928 | COFFEE LEGENDS | |
| Registration Number: | 4216608 | COFFEE LEGENDS A LEGEND IN EVERY CUP | |
| Registration Number: | 4204730 | TROPICOW | |
| Registration Number: | 4204731 | TROPICOW FRUIT SMOOTHIES | |
| Registration Number: | 4204728 | MAGICOW | |
| Registration Number: | 4204732 | WHIPTOPPER | |
| Registration Number: | 4389720 | WHIP TOPPER | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | | | |
| <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: | (303) 473-2873 | | |
| Email: | docket@hollandhart.com | | |
| Correspondent Name: | Larry H. Tronco | | |
| Address Line 1: | Holland & Hart LLP | | |
| Address Line 2: | P.O. Box 8749 | | |

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TRADEMARK

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|---|------------------------|
| Address Line 4: | Denver, COLORADO 80201 |
| NAME OF SUBMITTER: | Larry H. Tronco |
| SIGNATURE: | /LARRY H. TRONCO/ |
| DATE SIGNED: | 09/15/2015 |
| Total Attachments: 4 source=2015.09.14 Eieio-Assignment from WWF to WhiteWave-executed#page1.tif source=2015.09.14 Eieio-Assignment from WWF to WhiteWave-executed#page2.tif source=2015.09.14 Eieio-Assignment from WWF to WhiteWave-executed#page3.tif source=2015.09.14 Eieio-Assignment from WWF to WhiteWave-executed#page4.tif | |

ASSIGNMENT OF TRADEMARK RIGHTS

This Assignment of Trademark is made and entered into as of this ___ day of _____, 2015 (the "Effective Date"), by and between WWF Operating Company, a corporation of the state of Delaware having a business address at 12002 Airport Way, Broomfield, Colorado 80021, United States of America ("Assignor") and WhiteWave Services, Inc., a corporation of the state of Delaware, having a business address at 12002 Airport Way, Broomfield, Colorado 80021, United States of America ("Assignee").

WHEREAS, Assignor wishes to assign all rights, title and interest in and to the marks set forth in Schedule 1 of this Assignment ("Trademarks"), together with all past and present residual goodwill that may exist in connection with use of the Trademarks for the listed goods.

WHEREAS, Assignee wishes to acquire all rights, title and interest in and to the Trademarks, together with all of the goodwill of the business associated with and symbolized by the Trademarks;

NOW, THEREFORE, in consideration of the above Recitals, which are incorporated herein by this reference, and for other goods and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee hereby agree as follows:

Assignor hereby assigns to Assignee all of its rights, title and interest, past and present, in and to the Trademarks, together with all of its goodwill, that may exist in the United States or anywhere else in the world.

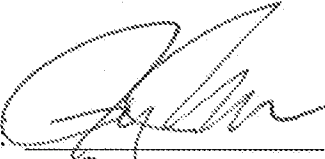
Assignor warrants that there are no past, pending or threatened third party legal claims with respect to the use or registration of the Trademarks and agrees to indemnify and hold harmless Assignee from any such previous claims.

[SIGNATURE PAGE TO FOLLOW]

ASSIGNOR:

WWF Operating Company


Dated: Aug. 14, 2015

By: 
Name: Roger Theodorakis
Title: Secretary

ASSIGNEE:

WhiteWave Services, Inc.

Dated: Aug. 14, 2015

By: 
Name: Roger Theodorakis
Title: President

Schedule 1

| Mark | Serial Number/ Registration Number | Jurisdiction | Goods/Services |
|--|---|---------------------|--|
| EIEO (Word Mark) | 85,419,522 / 4,212,736 | United States | Int. Cl. 11: Temperature-controlled food and beverage dispensers, and components thereof; Int. Cl. 29: Coffee creamer; whipped topping; Int. Cl. 30: Cappuccino; coffee; flavorings for beverages; Int. Cl. 32: Smoothies |
| EIEIO (Design) | 85,419,525 / 4,220,657 | United States | Int. Cl. 11: Temperature-controlled food and beverage dispensers, and components thereof; Int. Cl. 29: Coffee creamer; whipped topping; Int. Cl. 30: Cappuccino; coffee; flavorings for beverages; Int. Cl. 32: Smoothies |
| FROSTY JOE (Word Mark) | 85,419,776 / 4,195,892 | United States | Int. Cl. 30: Cappuccino; Coffee; Iced coffee |
| FROSTY JOE CAPPUCCINOS LATTES FROZEN COFFEES (Design) | 85,473,209 / 4,212,932 | United States | Int. Cl. 30: Cappuccino; Coffee; Iced coffee |
| COFFEE LEGENDS (Word Mark) | 85,419,770 / 4,208,928 | United States | Int. Cl. 30: Cappuccino, coffee |

| Mark | Serial Number/ Registration Number | Jurisdiction | Goods/Services |
|---|---|---------------------|--|
| COFFEE LEGENDS A LEGEND IN EVERY CUP (design) | 85,419,772 / 4,216,608 | United States | Int. Cl. 30: Cappuccino, coffee |
| TROPICOW (Word Mark) | 85,419,778 / 4,204,730 | United States | Int. Cl. 32: Smoothie |
| TROPICOW FRUIT SMOOTHIES (Design) | 85,419,780 / 4,204,731 | United States | Int. Cl. 32: Smoothie |
| MAGICOW (Word) | 85,419,527 / 4,204,728 | United States | Int. Cl. 11: Temperature-controlled food and beverage dispensers, and components thereof; Int. Cl. 29: Coffee creamer; whipped topping; Int. Cl. 30: Flavorings for beverages |
| WHIP TOPPER (Design) | 85,419,786 / 4,204,732 | United States | Int. Cl. 29: Whipped topping |
| WHIP TOPPER (Word) | 85,419,783 / 4,389,720 | United States | Int. Cl. 29: Whipped topping |