

RECORD/ TR

05-11-2000



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ginal documents or copy thereof.

To the Honorable Commissioner of Patents and

1. Name of conveying party(ies):

Mayfield Dairy Farms, Inc.

- Individual(s)
- General Partnership
- Corporation-State Tennessee
- 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: _____

2. Name and address of receiving party(ies)

Name: DTMC, Inc.

Internal Address: _____

Street Address: 3600 North River Road

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)

SEE ATTACHED

B. Trademark Registration No.(s)

SEE ATTACHED

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: _____

Street Address: Dean Foods Company

3600 North River Road

City: Franklin Park State: IL ZIP: 60131

6. Total number of applications and registrations involved: _____

7

7. Total fee (37 CFR 3.41).....\$ 190.00

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

H-20-00
Date

Total number of pages including cover sheet, attachments, and document: 6

FEDERAL TRADEMARK APPLICATIONS

ATTACHMENT "A"

REGISTRANT	TRADEMARK	APPLICATION NUMBER
MAYFIELD DAIRY FARMS, INC.	COW DESIGN	75/759,867
MAYFIELD DAIRY FARMS, INC.	MAYFIELD & DESIGN (without "Jersey")	
MAYFIELD DAIRY FARMS, INC.	TWO COW DESIGN	75/759,866

FEDERAL TRADEMARK REGISTRATIONS

ATTACHMENT "B"

REGISTRANT	TRADEMARK	REGISTRATION NUMBER
MAYFIELD DAIRY FARMS, INC.	MAYFIELD	2,257,027
MAYFIELD DAIRY FARMS, INC.	MAYFIELD	2,324,110
MAYFIELD DAIRY FARMS, INC.	MAYFIELD DAIRY FARMS	2,266,789
MAYFIELD DAIRY FARMS, INC.	MAYFIELD & DESIGN (with "Jersey")	2,262,766

ASSIGNMENT OF TRADEMARKS

WHEREAS, **Mayfield Dairy Farms, Inc.**, a Tennessee corporation with its principal place of business at 806 E. Madison Avenue, Athens, Tennessee 37303 (hereinafter "Assignor") is the owner of the marks, including the applications and registrations therefor, identified on Schedule A attached hereto (hereinafter "the Marks"), which have been used in connection with various goods and services;

WHEREAS, Assignor has agreed to transfer all of its right, title and interest in and to the Marks, and certain of its other intellectual property rights associated therewith, to **DTMC, Inc.**, a Delaware corporation with its principal place of business at 3600 North River Road, Franklin Park, Illinois 60131 (hereinafter "Assignee");

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all of its right, title and interest in and to each of the following:

1. All trade identity rights owned by Assignor in the Marks, including, but not limited to all trademark rights, service mark rights and trade dress rights Assignor owns in the Marks, including the applications and registrations therefor, identified in Schedule A hereto, together with the goodwill symbolized and appurtenant to each and every said trade identity.

IN WITNESS WHEREOF, this Assignment has been executed on the 20th day of April, 2000.

MAYFIELD DAIRY FARMS, INC.

By: _____
Dale E. Kleber, Secretary

State of Illinois)
)ss.
County of Cook)

On this 20th day of April, 2000, before me appeared Dale E. Kleber, the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of Mayfield Dairy Farms, Inc.

Lynn B. Wisser
Notary Public

My Commission Expires: 8-12-02
lynn/assignment



FEDERAL TRADEMARK APPLICATIONS/REGISTRATIONS

EXHIBIT "A"

REGISTRANT	TRADEMARK	APPLICATION NUMBER	REGISTRATION NUMBER
MAYFIELD DAIRY FARMS, INC.	COW DESIGN	75/759,867	
MAYFIELD DAIRY FARMS, INC.	MAYFIELD & DESIGN (without "Jersey")		
MAYFIELD DAIRY FARMS, INC.	TWO COW DESIGN	75/759,866	
MAYFIELD DAIRY FARMS, INC.	MAYFIELD	75/474,576	2,257,027
MAYFIELD DAIRY FARMS, INC.	MAYFIELD	75/648,015	2,324,110
MAYFIELD DAIRY FARMS, INC.	MAYFIELD DAIRY FARMS	75/470,023	2,266,789
MAYFIELD DAIRY FARMS, INC.	MAYFIELD & DESIGN (with "Jersey")	75/469,923	2,262,766