

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Dean Intellectual Property Services, Inc.	12/30/2011
RECEIVING PARTY DATA	
Name:	Dean Foods Company
Street Address:	2711 North Haskell Avenue, Suite 3400
City:	Dallas
State/Country:	TEXAS
Postal Code:	75204
PROPERTY NUMBERS Total: 5	
Property Type	Number
Patent Number:	D394011
Patent Number:	D430033
Application Number:	12765378
Application Number:	12771785
Application Number:	12966628
CORRESPONDENCE DATA	
Fax Number:	(214)721-8835
Phone:	214-303-3411
Email:	tms@deanfoods.com
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Correspondent Name:	Bridget Griffin Johnson
Address Line 1:	2711 North Haskell Avenue, Suite 3400
Address Line 4:	Dallas, TEXAS 75204
NAME OF SUBMITTER:	Jackie T. Gwinn
Total Attachments: 19	

CH \$200.00 D394011

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INTELLECTUAL PROPERTY ASSIGNMENT

This Intellectual Property Assignment is by and between Dean Intellectual Property Services, Inc., a Delaware Corporation having an address of 2711 North Haskell Avenue, Suite 3400, Dallas, Texas 75204, ("Assignor") and Dean Foods Company, a Delaware Corporation having an address of 2711 North Haskell Avenue, Dallas, Texas 75204 ("Assignee");

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks and trade names set forth on Exhibit A attached hereto (hereafter the "Trademarks") and the related trademark registrations; and

WHEREAS, Assignor is the owner of all right, title and interest in and to the Patents set forth on Exhibit B hereto (hereinafter the "Patents"); and

WHEREAS, Assignor is the owner of all right, title and interest in and to the Domain Names set forth on Exhibit C hereto (hereinafter the "Domains"); and

WHEREAS, Assignor is the owner of all right, title and interest in and to the Copyrights set forth on Exhibit D hereto (hereinafter the "Copyrights"); and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademarks, Patents, Domains, and Copyrights; and

WHEREAS, Assignor and Assignee both intend this transaction to qualify for nonrecognition treatment under Sections 332 and 337 of the Internal Revenue Code ("Code") and related Treasury Regulations ("Regulations"); and

WHEREAS, Assignor and Assignee intend this transaction to be undertaken together with the merger of Assignor into Suiza Dairy Group, LLC, pursuant to a plan of liquidation as described in Section 332 of the Code and the Regulations;

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 Patents, Domains, Copyrights and Trademarks, and the registrations therefor, together with the goodwill of the business symbolized by the Trademarks throughout the world;

Assignor also assigns unto Assignee all claims for damages by reason of infringement prior to the assignment date of the Patents, Domains, Copyrights and Trademarks throughout the world, 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 and Assignee have caused this Intellectual Property Assignment to be duly executed in a manner appropriate thereto on December 30, 2011, to be effective as of 12:01 am EDT on January 1, 2012.

DEAN INTELLECTUAL PROPERTY
SERVICES, INC.

DEAN FOODS COMPANY

By: Jacqueline T. Gwinn
Name: Jacqueline T. Gwinn
Title: Vice President & Assistant Secretary

By: Bridget Griffin Johnson
Name: Bridget Griffin Johnson
Title: Vice President & Chief Counsel

THE STATE OF TEXAS

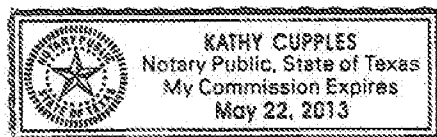
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COUNTY OF DALLAS

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On this 30th day of December 2011, before me personally appeared Jacqueline T. Gwinn, who being by me duly sworn did depose and say that she is Vice President & Assistant Secretary of Dean Intellectual Property Services, Inc., the corporation described in and which executed the foregoing Assignment; that she was authorized to sign the Assignment; and that she signed the foregoing Assignment as a free act on behalf of said corporation.



Kathy Cupples
Notary Public
Name: Kathy Cupples
My Commission Expires: 5-22-13

THE STATE OF TEXAS

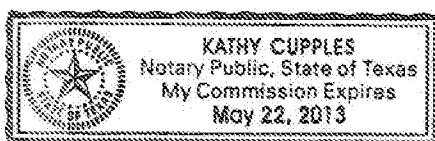
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COUNTY OF DALLAS

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§

On this 30th day of December 2011, before me personally appeared Bridget Griffin Johnson, who being by me duly sworn did depose and say that she is Vice President & Chief Counsel of Dean Foods Company, the corporation described in and which executed the foregoing Assignment; that she was authorized to sign the Assignment; and that he/she signed the foregoing Assignment as a free act on behalf of said corporation.



Kathy Cupples
Notary Public
Name: Kathy Cupples
My Commission Expires: 5-22-13

EXHIBIT A

TRADEMARKS and TRADE NAMES

Dean Intellectual Property Services, Inc. Trademarks & Trade Names

Report Date: 12/28/2011

Page: 1

Owner:	2711 North Haskell Avenue Suite 3400									
ID	Country	Mark	Classes	App. #	App. Dt	Reg. #	Reg. Dt	Status	Type	
10407	Arizona	SWISS DAIRY	32			49766	8/1/2005	Registered	Trademark	
10395	Arizona	SWISS DAIRY	29			49767	8/1/2005	Registered	Trademark	
11063	California	HEARTLAND FARMS	35			057212	1/30/2003	Registered	Trademark	
11064	California	HEARTLAND FARMS	29, 30			0111398	1/9/2006	Registered	Trademark	
11065	California	RICH 'N CHOCOLATE	32					Common Law Mark	Common Law	
10408	California	SWISS DAIRY	32			0110989	6/17/2005	Registered	Trademark	
10396	California	SWISS DAIRY	29			0110988	6/17/2005	Registered	Trademark	
10518	Canada	STROHS	30	0553931	12/10/1985	TMA332731	10/9/1987	Registered	Trademark	
9106	Hawaii	BIG ISLAND FRESH HAWAII and Design	29			00251442	4/9/1991	Registered	Trademark	
9278	Hawaii	DAIRYMEN'S				223311	1/6/1999	Registered	Trade name	
9286	Hawaii	HAWAII ISLAND FRESH and Design	29			00251441	4/9/1991	Registered	Trademark	
9292	Hawaii	LANI MOO	29			247500	2/15/1991	Registered	Trade name	
9291	Hawaii	LANI MOO and Design	29			251436	4/9/1991	Registered	Design only	
11013	Hawaii	LANI MOO BOOKS	16		7/27/2009	4075463	7/27/2009	Registered	Trademark	
9316	Hawaii	MEADOW GOLD DAIRIES				256965	12/21/2000	Registered	Trade name	
10093	Hawaii	MOUNTAIN FRESH	32		8/19/2002	04012808	8/19/2002	Registered	Trademark	
9677	Hawaii	MOUNTAIN FRESH	29		8/19/2002	4003577	8/19/2002	Registered	Trademark	
9296	Hawaii	NAALEHU DAIRY	35			218821	7/24/1998	Registered	Trade name	
9297	Hawaii	PACIFIC PARADISE WATER	32			00140917	8/29/1992	Registered	Trademark	
9298	Hawaii	PASS-O-GUAVA	32			00249493	4/2/1981	Registered	Trademark	
10981	Illinois	MORNING GLORY	29, 30			82,466	8/4/1998	Registered	Trademark	
10845	Indiana	DRIGGS FARMS	30			5009-8681	3/10/1988	Registered	Trademark	
8934	Indiana	BOME DAIRY	46			5010-1777	4/1/1993	Registered	Trademark	
10918	Japan	MEADOW GOLD	32	2009-012874	2/24/2009	5302727	2/19/2010	Registered	Trademark	
9139	Mexico	HYGEIA	29	148,993	9/3/1992	442,680	9/24/1993	Registered	Trademark	
9138	Mexico	HYGEIA	30	184,755	12/1/1993	453,510	5/3/1994	Registered	Trademark	
9129	Mexico	MELLORINE	30	305,567	8/27/1997	562,384	10/31/1997	Registered	Trademark	
9350	Mexico	OAK FARMS	30	493,139	6/28/2001	713,772	8/30/2001	Registered	Trademark	
9147	Mexico	OAK FARMS	29	126,057	11/4/1991	579,100	6/24/1998	Registered	Trademark	
9148	Mexico	SCHEPPS	29	126,056	11/4/1991	450,296	1/18/1994	Registered	Trademark	
10397	Mexico	SWISS DAIRY LOGO (LITTLE BILLY)	29	727,352	7/8/2005	901,037	7/8/2005	Registered	Design only	
10415	Mexico	SWISS DAIRY LOGO (LITTLE BILLY)	32	727,354	7/8/2005	902,436	9/29/2005	Registered	Design only	
10414	Mexico	SWISS DAIRY LOGO (LITTLE BILLY)	30	727,353	7/8/2005	903,355	10/10/2005	Registered	Design only	
9149	Mexico	THE DAIRY BEST	29	126,058	11/4/1991	421,582	9/10/1992	Registered	Trademark	

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Dean Intellectual Property Services, Inc. Trademarks & Trade Names

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Page:

Owner:	2711 North Haskell Avenue Suite 3400									
ID	Country	Mark	Classes	App. #	App. Dt	Reg. #	Reg. Dt	Status	Type	
10063	Michigan	CRYSTAL FALLS	32	M1004375		28076	1/27/1992	Registered	Trademark	
8955	Michigan	HOME DAIRY	46			M06-081	7/26/1993	Registered	Trademark	
9010	Michigan	MACKINAC ISLAND FUDGE	46	M12-058	5/29/1987	M12-058	7/18/1988	Registered	Trademark	
10102	Michigan	MOONEY'S	46			M05506	4/3/2003	Registered	Trademark	
9094	Nevada	CREAMLAND	46	00000	2/11/2000	TM00320779	2/22/2000	Registered	Trademark	
10844	Ohio	DRIGGS FARMS	29			TM8272	4/28/1978	Registered	Trademark	
9307	Texas	CHOCO-LOCO	29, 30			3454117	2/6/1978	Registered	Trademark	
9306	Texas	KOFFEE BUDDY	29, 30			4862817	8/8/1988	Registered	Trademark	
9330	United States	"ADD SOMETHING."	29	78/053150	3/14/2001	2,669,147	12/31/2002	Registered	Trademark	
11077	United States	5 CINCO PUNTOS DE CONTROL	29	77/883052	12/1/2009	3,924,035	2/22/2011	Registered	Design only	
11392	United States	DE PUREZA & design	29	77/981155	10/13/2009	3,949,100	4/19/2011	Registered	Design only	
11054	United States	5 FIVE POINT PURITY	30	77/847285	10/13/2009			Pending Application	Design only	
11053	United States	CHECKLIST & design	30	77/843582	10/7/2009			Pending Application	Trademark	
11391	United States	5 POINT PURITY CHECKLIST	29	77/981165	10/7/2009	3,949,101	4/19/2011	Registered	Trademark	
11350	United States	A TRULY GOOD THING	30	77/816439	8/31/2009			Pending Application	Slogan	
11033	United States	A TRULY GOOD THING	29	77/980677	8/31/2009	3,902,102	1/4/2011	Registered	Slogan	
9332	United States	ADD SOMETHING	29, 32	78/053151	3/14/2001	2,633,358	10/8/2002	Registered	Trademark	
10837	United States	AMERICAN PRIDE	30	78/429143	6/3/2004	2,999,265	9/20/2005	Registered	Trademark	
10974	United States	ANY TIME OF DAY, IT'S THE MORNING GLORY WAY	29	78/703653	8/30/2005	3,375,938	1/29/2008	Registered	Slogan	
8543	United States	ARCTIC SPLASH	32	74/506231	3/22/1994	1,993,870	8/13/1996	Registered	Trademark	
9099	United States	BARBE'S	29	75/330629	7/25/1997	2,225,264	2/23/1999	Registered	Trademark	
9294	United States	BARBE'S COW & MOON Design	29	73/549507	7/22/1985	1,394,226	5/20/1986	Registered	Design only	
11110	United States	BE SURE IT'S PURE	29	77/957972	3/12/2010			Pending Application	Slogan	
11052	United States	BEE-LITE	30					Common Law Mark	Common Law	
8498	United States	BOTTLE DESIGN	32	74/607324	12/5/1994	1,970,663	4/23/1996	Registered	Design only	
9407	United States	BOTTLE DESIGN02	29, 32	75/336153	8/5/1997	2,914,718	12/28/2004	Registered	Design only	
9411	United States	BOTTLE DESIGN06	29	75/336317	8/5/1997	2,936,478	3/29/2005	Registered	Design only	
9412	United States	BOTTLE DESIGN07	29	75/336318	8/5/1997	2,871,890	8/10/2004	Registered	Design only	
9413	United States	BOTTLE DESIGN08	29	75/336316	8/5/1997	2,759,109	9/2/2003	Registered	Design only	
8879	United States	BROUGHTON LOGO	29	73/120292	3/24/1977	1,088,833	4/4/1978	Registered	Design only	
8813	United States	BROWN MULE	30	74/548877	7/13/1994	1,918,220	9/12/1995	Registered	Trademark	
9157	United States	BROWN'S DAIRY	29	76/009076	3/24/2000	2,650,081	11/12/2002	Registered	Trademark	

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Dean Intellectual Property Services, Inc. Trademarks & Trade Names

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Owner:	2711 North Haskell Avenue Suite 3400									
ID	Country	Mark	Classes	App. #	App. Dt	Reg. #	Reg. Dt	Status	Type	
9158	United States	BROWN'S DAIRY/SMOOTH AS VELVET	29	76/009077	3/24/2000	2,650,082	11/12/2002	Registered	Trademark	
9108	United States	BROWN'S VELVET DAIRY	29	75/330373	7/25/1997	2,230,141	3/9/1999	Registered	Trademark	
10230	United States	CAN YOU SAY ROSS SWISS WITHOUT A SMILE? and design	29, 30, 32	78/249039	5/13/2003	2,975,657	7/26/2005	Registered	Design only	
10128	United States	CARBLIMIT	30	78/321739	10/31/2003	2,990,464	8/30/2005	Registered	Trademark	
8633	United States	CCC and Design	21	72/047940	3/18/1958	673,697	2/10/1959	Registered	Design only	
11076	United States	CINCO PUNTOS DE CONTROL DE PUREZA	29	77/883040	12/1/2009	3,924,034	2/22/2011	Registered	Trademark	
11051	United States	CLASSIC	30					Common Law Mark	Common Law	
11058	United States	COFFEE CREATIONS	29	78/505176	10/25/2004	3,303,495	10/2/2007	Registered	Trademark	
8801	United States	COUNTRY FRESH	29, 30, 32	75/013828	11/2/1995	2,852,238	6/15/2004	Registered	Trademark	
10990	United States	COUNTRY KITCHEN						Common Law Mark	Common Law	
9720	United States	COUNTRY LANE	30	78/189445	11/27/2002	2,775,829	10/21/2003	Registered	Trademark	
8814	United States	COUNTRY LOVE	30	74/544515	7/1/1994	2,045,280	3/18/1997	Registered	Trademark	
8827	United States	COUNTRYSIDE	29	73/563781	10/18/1985	1,415,524	10/14/1986	Registered	Trademark	
8815	United States	COUNTRYSIDE and Design	29, 32	74/484981	1/31/1994	1,876,773	1/31/1995	Registered	Design only	
10566	United States	COW DESIGN (TUSCAN DAIRY FARMS LOGO)	29	77/116528	2/26/2007	3,550,811	12/23/2008	Registered	Design only	
10975	United States	CREAMY TREAT						Common Law Mark	Common Law	
10989	United States	CUSTOM PAK						Common Law Mark	Common Law	
9398	United States	DAIRY EASE	29	74/261895	4/2/1992	1,741,509	12/22/1992	Registered	Trademark	
8816	United States	DAIRY QUALITY & FRESHNESS SINCE 1929 and Design	29, 32	74/455958	11/9/1993	1,910,269	8/8/1995	Registered	Design only	
8822	United States	DAIRY QUALITY SINCE 1929 and Design	42	74/049018	4/16/1990	1,636,468	2/26/1991	Registered	Design only	
9119	United States	DAIRYLAND	29	74/218003	10/30/1991	2,162,986	6/9/1998	Registered	Trademark	
9377	United States	DEAN FOODS AND RIVER OF LIFE LOGO	29, 30, 32	76/349779	12/18/2001	3,159,269	10/17/2006	Registered	Design only	
10838	United States	DELICIOUS	30	74/059571	5/17/1990	1,640,081	4/2/1991	Registered	Trademark	
10839	United States	DELICIOUS (Stylized)	30	74/447246	10/13/1993	1,899,083	6/13/1995	Registered	Trademark	
9343	United States	DIPZZ	29	78/057591	4/10/2001	2,622,347	9/17/2002	Registered	Trademark	
10840	United States	DRIGGS FARMS	30	73/508137	4/30/1981	1,245,919	7/19/1983	Registered	Trademark	
11046	United States	ELGIN	29	72/173242	7/18/1963	776,272	9/1/1964	Registered	Trademark	
11048	United States	ELGIN'S TRIM 'N SLIM	30					Common Law Mark	Common Law	

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Deann Intellectual Property Services, Inc. Trademarks & Trade Names

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Owner:	2711 North Haskell Avenue Suite 3400									
ID	Country	Mark	Classes	App. #	App. Dt	Reg. #	Reg. Dt	Status	Type	
10546	United States	EVERYTHING YOU LOVE, NOTHING YOU DON'T... FARM FRESH	29	77/012362	10/3/2006	3,271,112	7/31/2007	Registered	Slogan	
10988	United States	PIESTA DELIGHT	32					Common Law Mark	Common Law	
11066	United States	FIVE POINT PURITY CHECKLIST	30	77/968401	3/25/2010			Common Law Mark	Common Law	
11119	United States	FIVE POINT PURITY CHECKLIST	29	77/981571	3/25/2010	3,955,859	5/3/2011	Pending Application	Trademark	
11358	United States	FLAVOR PROTECTION PACKAGE	29					Registered	Trademark	
11067	United States	FRESHLAST	29	77/647349	1/12/2009			Common Law Mark	Common Law	
10906	United States	FRUIT RUSH	32	85/412785	9/1/2011			Pending Application	Trademark	
11449	United States	FRUIT GROVE	30	85/341823	6/9/2011			Pending Application	Trademark	
9105	United States	GARELICK FARMS	29, 32	76/043466	5/5/2000	2,535,791	2/5/2002	Registered	Trademark	
9331	United States	GARELICK FARMS LOGO	29	78/054250	3/21/2001	2,588,579	7/2/2002	Registered	Design only	
9333	United States	GARELICK FARMS LOGO	29, 30, 32	78/057386	4/9/2001	2,647,314	11/5/2002	Registered	Design only	
11060	United States	GOLD STAR QUALITY & design	29	78/669794	7/13/2005	3,386,382	2/19/2008	Registered	Design only	
9125	United States	GOLDEN ROYAL	29	74/140120	2/15/1991	1,689,176	5/26/1992	Registered	Trademark	
11450	United States	GOOD NUTRITION, GREAT TASTE, NO DEBATE.	29	85/414056	9/2/2011			Pending Application	Slogan	
8896	United States	HEALTHY DELIGHT	30	74/718534	8/21/1995	2,084,633	7/29/1997	Registered	Trademark	
11064	United States	HEARTLAND FARMS	35, 39, 40	78/493287	10/1/2004	3,105,153	6/13/2006	Registered	Trademark	
11062	United States	HEARTLAND FARMS & design	29	78/637865	6/24/2005	3,195,185	1/2/2007	Registered	Design only	
9173	United States	HILLSIDE FARMS	30	75/381379	10/29/1997	2,191,071	9/22/1998	Registered	Trademark	
9241	United States	HOLLAND DUTCH	29, 30	72/122992	6/28/1961	746,288	3/5/1963	Registered	Trademark	
9175	United States	HYGEIA	29, 30	74/215185	10/22/1991	1,755,550	3/2/1993	Registered	Trademark	
10525	United States	IDEAL DAIRY FARMS	29	76/636448	4/19/2005	3,105,731	6/20/2006	Registered	Trademark	
9931	United States	IT'S A BRAND NEW DAY	29, 32	78/221418	3/4/2003	2,902,356	11/9/2004	Registered	Slogan	
8626	United States	JERSEY FARMS/TRAUTH LOGO	30	75/676907	4/8/1999	2,372,440	8/3/2000	Registered	Design only	
11045	United States	KISSED WITH HONEY	30	73/619486	9/12/1986	1,458,580	9/22/1987	Registered	Trademark	
10146	United States	LA CORONA	29	78/457240	7/27/2004	2,995,293	9/13/2005	Registered	Trademark	
8823	United States	LAND-O-SUN and Design	29, 30, 32	73/808020	6/20/1989	1,883,709	3/14/1995	Registered	Design only	
8546	United States	LEHIGH VALLEY	29	74/496368	2/28/1994	2,014,110	11/5/1996	Registered	Design only	
8531	United States	DAIRIES/SUNBURST LOGO LEHIGH VALLEY DAIRIES/SUNBURST LOGO	32	75/091351	4/19/1996	2,102,824	10/7/1997	Registered	Design only	

PATENT

REEL: 027570 FRAME: 0541

Owner:	2711 North Haskell Avenue Suite 3400									
Owner:	Country	Mark	Classes	App. #	App. Dt	Reg. #	Reg. Dt	Status	Type	
Dean Intellectual Property Services, Inc.	United States	LEHIGH VALLEY DAIRY FARMS	29, 32	75/150695	8/15/1996	2,135,366	2/10/1998	Registered	Trademark	
	United States	LITE-LINE	29	73/269214	7/7/1980	1,178,356	11/17/1981	Registered	Trademark	
	United States	LITE-LINE (Stylized)	29	72/313553	12/4/1968	929,657	2/22/1972	Registered	Trademark	
	United States	LITE-N-LEAN	30					Common Law Mark	Common Law	
	United States	LOUIS TRAUTH DAIRY, INC. (Stylized)	1, 29, 30, 32	75/676906	4/8/1999	2,403,496	11/14/2000	Registered	Trademark	
	United States	LUNCH MUNCH	30	75/012308	10/27/1995	2,054,280	4/22/1997	Registered	Trademark	
	United States	MADNESS	30	76/035871	4/27/2000	2,632,581	10/8/2002	Registered	Trademark	
	United States	MCKINNEY	30	74/241263	1/29/1992	1,777,520	6/15/1993	Registered	Trademark	
	United States	MEADOW GOLD (Stylized)	29, 30, 32	71/636582	10/14/1952	582,470	11/17/1953	Registered	Trademark	
	United States	MEADOW GOLD (Stylized)	32	71/448848	11/24/1941	394,672	4/21/1942	Registered	Trademark	
	United States	MEADOW GOLD (Stylized)002	29, 30	71/507038	10/22/1930	281,436	3/17/1931	Registered	Trademark	
	United States	MEADOW GOLD (Stylized)002	29	71/313417	4/16/1931	283,893	8/11/1931	Registered	Trademark	
	United States	MELODY FARMS	32	73/123967	4/25/1977	1,165,756	8/18/1981	Registered	Trademark	
	United States	MELODY FARMS	30	73/090696	6/17/1976	1,149,064	3/24/1981	Registered	Trademark	
	United States	MIDWEST FARMS	29	74/252506	3/2/1992	1,816,437	1/11/1994	Registered	Trademark	
	United States	MILK WAGON DESIGN	29	73/548180	7/15/1985	1,412,503	10/7/1986	Registered	Design only	
	United States	MODEL DAIRY	29, 30, 35	75/643748	2/17/1999	2,387,189	9/19/2000	Registered	Trademark	
	United States	MOO DAI	29	77/938100	2/17/2010	3,945,827	4/12/2011	Registered	Trademark	
	United States	MORNING GLORY	32	78/784694	1/4/2006	3,126,992	8/8/2006	Registered	Trademark	
	United States	MORNING GLORY	29	78/691243	8/12/2005	3,457,997	7/1/2008	Registered	Trademark	
	United States	MORNING GLORY & design	32	78/784589	1/4/2006	3,173,996	11/21/2006	Registered	Design only	
	United States	MORNING GLORY & design	29	78/703648	8/30/2005	3,581,709	2/24/2009	Registered	Design only	
	United States	NATURE'S PRIDE	29, 30, 32	78/069351	6/15/2001	2,637,455	10/15/2002	Registered	Trademark	
	United States	NET 4 (Stylized)	30	78/453419	7/20/2004	3,051,767	1/24/2006	Registered	Trademark	
	United States	NORTHERN EXPRESSO	32						Common Law Mark	Common Law
	United States	OAK FARMS	29, 30, 32	72/144649	5/15/1962	766,008	3/3/1964	Registered	Trademark	
	United States	OAK FARMS	32	72/172346	7/2/1963	773,278	7/14/1964	Registered	Trademark	
United States	OAK FARMS and Design	29	75/613949	2/19/1999	2,304,338	12/28/1999	Registered	Design only		
United States	OLDE FASHIONED RECIPE	30	73/631479	11/20/1986	1,496,023	7/12/1988	Registered	Trademark		
United States	ORCHARDS HAWAII	32	76/615607	10/13/2004	3,048,002	1/24/2006	Registered	Trademark		
United States	ORCHARDS HAWAII	16	74/201181	9/6/1991	1,794,910	9/26/1993	Registered	Trademark		
United States	OVER THE MOON	29	78/444783	7/1/2004	3,252,264	6/12/2007	Registered	Trademark		
United States	PASSIONATE ABOUT PURITY	29	85/133181	9/20/2010	3,965,508	5/24/2011	Registered	Trademark		
United States	PICTURE OF HEALTH	30	74/181796	7/2/1991	1,727,910	10/27/1992	Registered	Trademark		
United States	POINSETTIA	29	72/217705	4/30/1965	813,109	8/16/1966	Registered	Trademark		
United States	PURECLICK	20	77/965699	3/23/2010			Pending Application	Trademark		

PATENT

REEL: 027570 FRAME: 0542

Dean Intellectual Property Services, Inc. Trademarks & Trade Names

Report Date: 12/28/2011

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Owner:	Dean Intellectual Property Services, Inc.			2711 North Haskell Avenue Suite 3400							
ID	Country	Mark	Classes	App. #	App. Dt	Reg. #	Reg. Dt	Status	Type		
11355	United States	PUREPROTECT	16, 20	85/323074	5/17/2011			Pending Application	Trademark		
9236	United States	RAINBOW RAPTURE	30	75/245480	2/21/1997	2,203,564	11/17/1998	Registered	Trademark		
11071	United States	REAL CHURNED	29					Common Law Mark	Common Law		
8565	United States	RICH N' PURE	29	73/141974	9/21/1977	1,105,008	10/24/1978	Registered	Trademark		
8558	United States	RICH N' PURE	29	73/481023	5/18/1984	1,342,962	6/18/1985	Registered	Trademark		
10733	United States	RIGHT START	29	77/408843	2/28/2008			Pending Application	Trademark		
8935	United States	ROBINSON R and Design	29, 30, 32	73/291342	12/29/1980	1,199,735	6/29/1982	Registered	Design only		
10229	United States	ROSS SWISS and design	29	78/249029	5/13/2003	3,000,658	9/27/2005	Registered	Design only		
9239	United States	ROYAL DANISH	29	75/285014	5/1/1997	2,256,339	6/29/1999	Registered	Trademark		
11068	United States	SANTÉE DAIRIES	29, 30, 32					Common Law Mark	Common Law		
9126	United States	SCHEPPS	29	73/675338	7/30/1987	1,725,958	10/20/1992	Registered	Trademark		
9096	United States	SHENANDOAH'S PRIDE	29, 30	73/529649	3/29/1985	1,438,209	4/28/1987	Registered	Trademark		
9181	United States	SHIELD DESIGN (MEADOW GOLD)	29, 30	71/637162	10/25/1952	644,259	4/16/1957	Registered	Design only		
8471	United States	SKIM SUPREME	29	75/065445	2/26/1996	2,100,495	9/23/1997	Registered	Trademark		
9225	United States	SO-LO	29	74/634649	2/15/1995	2,022,921	12/17/1996	Registered	Trademark		
10662	United States	SONORA (Stylized) & design	32	77/268691	8/30/2007	3,457,026	7/1/2008	Registered	Design only		
11069	United States	SOY SENSATIONS	29					Common Law Mark	Common Law		
11042	United States	SQUARE INSIDE SQUARE design	29, 30, 32	74/718967	8/22/1995	2,217,956	1/12/1999	Registered	Design only		
11503	United States	START RIGHT, END RIGHT.	41	85/465701	11/7/2011			Pending Application	Service Mark		
11504	United States	START RIGHT, END RIGHT.	29	85/464852	11/4/2011			Pending Application	Trademark		
11445	United States	STARTS PURE, STAYS PURE.	29, 30	85/385893	8/1/2011			Pending Application	Trademark		
10497	United States	STROFFS	30	73/509298	11/19/1984	1,378,326	1/14/1986	Registered	Trademark		
8799	United States	SUPER RAINBOW	30	75/024183	11/27/1995	2,046,782	3/18/1997	Registered	Trademark		
10594	United States	SWISS DAIRY LOGO (LITTLE BILLY)	29, 32	78/662546	7/1/2005	3,185,994	12/19/2006	Registered	Design only		
11030	United States	TASTE THE PRIDE INSIDE.	39	77/807100	8/18/2009	3,767,289	3/30/2010	Registered	Slogan		
9127	United States	THE DAIRY BEST	29	73/675339	7/30/1987	1,655,638	9/3/1991	Registered	Slogan		
11050	United States	TRIM & SLIM	30					Common Law Mark	Common Law		
11342	United States	TRUMOO	29	77/980453	8/11/2009	3,875,009	11/9/2010	Registered	Trademark		
11028	United States	TRUMOO	30	77/801525	8/11/2009			Pending Application	Trademark		

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Dean Intellectual Property Services, Inc. Trademarks & Trade Names

Report Date: 12/28/2011

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Owner	Dean Intellectual Property Services, Inc.			2711 North Haskell Avenue Suite 3400					
ID	Country	Mark	Classes	App. #	App. Dt	Reg. #	Reg. Dt	Status	Type
8566	United States	TUSCAN	29	73/046143	3/10/1975	1,042,416	6/29/1976	Registered	Trademark
8567	United States	TUSCAN (Stylized)	29, 32	72/403273	9/22/1971	950,435	1/9/1973	Registered	Trademark
11446	United States	UNORDINARY DAIRY	29, 30	85/407453	8/25/2011			Pending Application	Trademark
9792	United States	VELVET SPRINGS	32	78/192057	12/6/2002	2,869,199	8/3/2004	Registered	Trademark
10992	United States	VITAGOLD						Common Law Mark	Common Law
9189	United States	VIVA	29	75/244533	2/20/1997	2,277,013	9/14/1999	Registered	Trademark
11044	United States	YOFRO	30	73/737907	5/7/1988	1,532,258	3/28/1989	Registered	Trademark
11070	United States	YOUR KEY TO QUALITY	29, 32					Common Law Mark	Common Law

EXHIBIT B

PATENTS

DEAN FOODS COMPANY
Patent Applications and Patents

12/28/2011

COUNTRY	TITLE	OWNER	STATUS	SERIAL NO.	FILING DATE	PATENT NO.	ISSUE DATE	MAINT/ISSUE FEE DUE	EXPIRATION DATE
Canada (R&D) File No. 4373	Removing Gas Additives from Raw Milk (223 File 075201.0170)	Dean Intellectual Property Services, Inc.	Pending	2,704,898	5/25/2010			Maintenance fee due 5/25/2012 and each yr thru life of patent. Associate pays while pending	
Canada (R&D) File No. 4381	Removing Gas Additives from Raw Milk (223 File 075201.0172)	Dean Intellectual Property Services, Inc.	Pending	2,708,991	7/5/2010			Maintenance fee due 7/5/2012 and each yr thru life of patent. Associate pays while pending	
Mexico (R&D) File No. 4383	Removing Gas Additives from Raw Milk (223 File 075201.0171)	Dean Intellectual Property Services, Inc.	Pending	MX/a/2010/005992	5/31/2010				
Mexico (R&D) File No. 4382	Removing Gas Additives from Raw Milk (223 File 075201.0173)	Dean Intellectual Property Services, Inc.	Pending	MX/a/2010/010570	9/24/2010				
United States PP-0000000042	Bottle	Dean Intellectual Property Services, Inc.	Issued	29/071,145	5/21/1997	D394,011	5/5/1998	Design patent; no maintenance fees	5/05/2012
United States PP-0000000043	Container (milk jug) (Bullseye)	Dean Intellectual Property Services, Inc.	Issued	29/103,585	4/16/1999	D430,033	8/29/2000	Design patent; no maintenance fees	8/29/2014
United States (R&D) File No. 1583	Removing Gas Additives from Raw Milk (223 File 075201.0125)	Dean Intellectual Property Services, Inc.	Published	12/765,378 (61/184,244)	4/22/2010 (6/4/2009)				
United States (R&D) File No. 2313	Removing Gas Additives from Raw Milk (223 File 075201.0148)	Dean Intellectual Property Services, Inc.	Published	12/771,785 (61/246,419)	4/30/2010 (9/23/2009)				
United States (R&D) File No. 3050	Food Packaging Closure With An Oxygen Scrubbing Function (223 File 075201.0146)	Dean Intellectual Property Services, Inc.	Published	12/966,628 (61/286,158)	12/13/10 (12/14/2009)				
United States (FDD) File No. 8175	Reduced Fat Cream (223 File 075201.0204)	Dean Intellectual Property Services, Inc.							

PATENT

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EXHIBIT C

DOMAIN NAMES

Dean Intellectual Property Services, Inc. - Domain Names

Report Date: 12/28/2011 Page: 1

Owner: Dean Intellectual Property Services, Inc.

ID	Country	Mark	Reg. Dt	Status	Type
9978	United States	ALTADENA.BIZ	11/15/2001	Registered	Domain Name
9979	United States	ALTADENA.INFO	8/9/2001	Registered	Domain Name
9980	United States	ALTADENACERTIFIEDDAIRY.BIZ	12/13/2001	Registered	Domain Name
11034	United States	ATRULYGOODTHING.COM	9/1/2009	Registered	Domain Name
10001	United States	BERKELEYFARMS.BIZ	12/13/2001	Registered	Domain Name
11442	United States	BROUGHTONFOODS.COM	1/28/2008	Registered	Domain Name
9981	United States	CHUG.BIZ	11/15/2001	Registered	Domain Name
9982	United States	CHUG.INFO	10/12/2001	Registered	Domain Name
9983	United States	CREAMLAND.BIZ	12/13/2001	Registered	Domain Name
10654	United States	DAIRYIMAGE.COM	1/5/2007	Registered	Domain Name
10548	United States	DEANDAIRY.COM	6/12/2006	Registered	Domain Name
10382	United States	DEANDIP.COM	2/15/2003	Registered	Domain Name
10347	United States	DEANDIPS.COM	8/28/2003	Registered	Domain Name
9984	United States	DEANFOODS.BIZ	11/15/2001	Registered	Domain Name
9985	United States	DEANFOODS.INFO	10/12/2001	Registered	Domain Name
10929	United States	DEANFOODSCOMPANY.BIZ	2/4/2009	Registered	Domain Name
10930	United States	DEANFOODSCOMPANY.COM	2/4/2009	Registered	Domain Name
10931	United States	DEANFOODSCOMPANY.INFO	2/4/2009	Registered	Domain Name
10932	United States	DEANFOODSCOMPANY.ORG	2/4/2009	Registered	Domain Name
10934	United States	DEANFOODSEDU.COM	2/9/2009	Registered	Domain Name
10775	United States	DEANMOOSPACE.COM	7/3/2008	Registered	Domain Name
9986	United States	DEANS.BIZ	11/15/2001	Registered	Domain Name
9987	United States	DEANS.INFO	10/12/2001	Registered	Domain Name
9988	United States	DEANS.MILK.BIZ	12/13/2001	Registered	Domain Name
11159	United States	DRIGGSFARMS.COM	7/27/2000	Registered	Domain Name
11073	United States	ELGINDAIRY.COM	2/13/1998	Registered	Domain Name
10604	United States	FRIENDSHIPDAIRIES.COM	5/19/1996	Registered	Domain Name
10605	United States	FRIENDSHIPDAIRIES.NET	12/18/2003	Registered	Domain Name
11509	United States	GANDYSDAIRY.COM	4/23/2003	Registered	Domain Name
11004	United States	GRIPITSPIT.COM	5/23/2001	Registered	Domain Name
11163	United States	HEARTLANDDAIRIES.COM	1/10/2010	Registered	Domain Name
11167	United States	HEARTLANDFARMS.COM	1/10/2010	Registered	Domain Name
11168	United States	HEARTLANDFARMS.NET	1/10/2010	Registered	Domain Name
10629	United States	HILBERTDAIRY.COM	4/4/2000	Registered	Domain Name
11036	United States	KEEPSITPURE.COM	9/2/2009	Registered	Domain Name
11171	United States	KNUDSENDAIRIES.COM	1/4/2010	Registered	Domain Name
11086	United States	KNUDSENDAIRIES.NET	10/30/1999	Registered	Domain Name
11087	United States	KNUDSENDAIRY.COM	10/30/1999	Registered	Domain Name
11172	United States	KNUDSENDAIRY.NET	1/10/2010	Registered	Domain Name
11173	United States	KNUDSEN.MILK.COM	1/10/2010	Registered	Domain Name

PATENT

REEL: 027570 FRAME: 0548

Owner: Dean Intellectual Property Services, Inc.

ID	Country	Mark	Reg. Dt	Status	Type
10818	United States	LEHIGHMILK.COM	10/5/2004	Registered	Domain Name
10819	United States	LEHIGHMILK.NET	10/5/2004	Registered	Domain Name
10820	United States	LEHIGHMILKS.COM	10/6/2004	Registered	Domain Name
10821	United States	LEHIGHMILKS.NET	10/6/2004	Registered	Domain Name
10822	United States	LEHIGHVALLEYDAIRIES.COM	9/24/2004	Registered	Domain Name
10823	United States	LEHIGHVALLEYDAIRIES.NET	10/5/2004	Registered	Domain Name
10824	United States	LEHIGHVALLEYDAIRY.COM	9/24/2004	Registered	Domain Name
10825	United States	LEHIGHVALLEYDAIRY.NET	10/5/2004	Registered	Domain Name
10826	United States	LEHIGHVALLEYDAIRYFARM.COM	4/23/2004	Registered	Domain Name
10827	United States	LEHIGHVALLEYDAIRYFARM.NET	4/23/2004	Registered	Domain Name
10828	United States	LEHIGHVALLEYDAIRYFARMS.COM	4/23/2004	Registered	Domain Name
10829	United States	LEHIGHVALLEYDAIRYFARMS.NET	3/28/2002	Registered	Domain Name
9994	United States	MAYFIELD.BIZ	10/17/2001	Registered	Domain Name
9995	United States	MAYFIELD.INFO	11/15/2001	Registered	Domain Name
9996	United States	MAYFIELDDAIRYFARMS.BIZ	9/17/2009	Registered	Domain Name
11270	United States	MAYFIELDFLPCAP.COM	4/16/2010	Registered	Domain Name
11272	United States	MAYFIELDPURECLICKCAP.COM	11/15/2001	Registered	Domain Name
10002	United States	MCARTHUR.BIZ	10/12/2001	Registered	Domain Name
10003	United States	MCARTHUR.INFO	12/13/2001	Registered	Domain Name
10004	United States	MCARTHURDAIRY.BIZ	12/13/2001	Registered	Domain Name
10005	United States	MEADOWBROOKDAIRY.BIZ	5/15/1998	Registered	Domain Name
10830	United States	MEADOWGOLD.COM	11/4/2003	Registered	Domain Name
10240	United States	MILKBURNSFAT.COM	11/15/2001	Registered	Domain Name
10006	United States	MILKCHUG.BIZ	10/12/2001	Registered	Domain Name
10007	United States	MILKCHUG.INFO	9/17/2009	Registered	Domain Name
11271	United States	MILKFLPCAP.COM	3/29/2006	Registered	Domain Name
10769	United States	MILKMASTERPIECE.COM	11/8/2004	Registered	Domain Name
10851	United States	MOOSPACE.COM	7/7/2008	Registered	Domain Name
10776	United States	MOOSPACE.US	1/26/1998	Registered	Domain Name
11003	United States	MORNINGGLORYDAIRY.COM	10/5/2011	Registered	Domain Name
11482	United States	MORNINGSTARSALLES.COM	9/17/2009	Registered	Domain Name
11269	United States	NEWFLPCAP.COM	9/17/2009	Registered	Domain Name
11268	United States	NEWMILKFLPCAP.COM	9/3/2010	Registered	Domain Name
11310	United States	OAKFARMSFROMSCHEPPS.COM	9/10/2004	Registered	Domain Name
10341	United States	OVERTHEMOONMILK.COM	9/7/2006	Registered	Domain Name
11429	United States	PASSIONATEABOUTPURITY.COM	10/5/2000	Registered	Domain Name
10602	United States	POGJUICE.COM	9/17/2009	Registered	Domain Name
11266	United States	PURITYFLPCAP.COM	10/4/2011	Registered	Domain Name
11475	United States	PURITYSELECTMILK.COM	1/10/2010	Registered	Domain Name
11205	United States	SANTEEDAIRIES.COM	1/10/2010	Registered	Domain Name
11206	United States	SANTEEDAIRIES.NET		Registered	Domain Name

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Owner: Dean Intellectual Property Services, Inc.

ID	Country	Mark	Reg. Dt	Status	Type
11513	United States	SCHEPSPDAIRY.COM	1/1/2011	Registered	Domain Name
11512	United States	SCH-EPPS-DAIRY.COM	1/1/2011	Registered	Domain Name
11514	United States	SCHEPSPDAIRY.NET	1/1/2011	Registered	Domain Name
11515	United States	SCHEPSPDAIRY.ORG	1/1/2011	Registered	Domain Name
11517	United States	SCHEPSPDAIRY.TEL	1/1/2011	Registered	Domain Name
11516	United States	SCHEPSPDAIRY.US	1/1/2011	Registered	Domain Name
11520	United States	SCHEPSPDAIRYONLINE.COM	1/1/2011	Registered	Domain Name
11518	United States	SCHEPSPDAIRYSITE.COM	1/1/2011	Registered	Domain Name
11519	United States	SCHEPSPFARM.COM	1/1/2011	Registered	Domain Name
11511	United States	SCH-EPPS-FARM.COM	1/1/2011	Registered	Domain Name
10527	United States	SKINNYCOWMILK.COM	2/2/2006	Registered	Domain Name
10904	United States	STARTRIGHTENDRIGHT.COM	8/21/2008	Registered	Domain Name
10402	United States	SWISSDAIRY.COM	12/6/2004	Registered	Domain Name
10577	United States	SWISSICEDTEA.COM	11/17/2006	Registered	Domain Name
10755	United States	SWISSPREMIUMDAIRY.COM	5/6/2008	Registered	Domain Name
10578	United States	SWISSPREMIUMICEDTEA.COM	11/17/2006	Registered	Domain Name
10579	United States	SWISSPREMIUMICEDTEAS.COM	11/17/2006	Registered	Domain Name
10580	United States	SWISSPREMIUMMILK.COM	11/17/2006	Registered	Domain Name
10581	United States	SWISSPREMIUMTEA.COM	11/17/2006	Registered	Domain Name
10582	United States	SWISSPREMIUMTEAS.COM	11/17/2006	Registered	Domain Name
10608	United States	TGLEE.BIZ	11/15/2001	Registered	Domain Name
10609	United States	TGLEEDAIRY.BIZ	12/13/2001	Registered	Domain Name
11267	United States	THEFLPCAP.COM	9/17/2009	Registered	Domain Name
10528	United States	THESKINNYCOWMILK.COM	4/28/2006	Registered	Domain Name
11035	United States	TRUMOO.COM	9/1/2009	Registered	Domain Name
11545	United States	TRUMOG.XXX		Registered	Domain Name
11095	United States	TRYITHOT.COM	11/13/2009	Registered	Domain Name
10587	United States	TUSCANDAIRYFARMS.COM	2/12/2007	Registered	Domain Name
11483	United States	WEARENOTVEGGIEBURGERS.COM	10/5/2011	Registered	Domain Name
10010	United States	WENGERTDAIRY.BIZ	12/13/2001	Registered	Domain Name
10011	United States	WENGERTS.BIZ	11/15/2001	Registered	Domain Name

PATENT

REEL: 027570 FRAME: 0550

EXHIBIT D
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<i>TITLE OF WORK</i>	<i>REGISTRATION #</i>
"Why are women so much braver than men?"	KK 41896
"But Elmer, I didn't say it would make you live to 90!" said Elsie, the Borden Cow. "I don't need anything to help me live to 90," bellowed Elmer the bull. "I have decided that I'm going to live to 105 without anything any help!"	KK 113614
"But Elmer, your painting of me will be in everyone's refrigerator!" said Elsie, the Borden cow"	KK 113710
"What happened in 1857? asked Elsie, the Borden cow . . ."	KK 128678
"Are all husbands born bull-headed?"	KK 37771
"And I say, men are <u>worse</u> naggers than women!"	KK 47666
"Why <u>do</u> men keep business secrets from their wives?"	KK 41902
"A child isn't always fibbing when he doesn't tell the truth,"	KK 37777
"A good wife knows how to <u>stretch</u> a dollar!"	KK 97126
"But good manners never made a sissy of a boy!"	KK 41897
"A family on a budget eat better and I can prove it!"	KK 41891
"What's wrong with a woman marrying a younger man?"	KK 37779
"What's wrong with marrying on a shoestring?"	KK 26674
"There are right ways and wrong ways to scold a child, dear"	KK 20919
"But aren't men just as vain as women?"	KK 47671
"But darling, what's wrong with hiring a baby sitter?"	KK 22034
"But dear, what's wrong with a woman for president?"	KK 22033
"Who said women can't keep secrets better than men?"	KK 59138
"Who should handle the money, husband or wife?"	KK 32456
"Just how frank should you be with a child?"	KK 37778

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"Easy dear! Folks your age should watch their blood pressure!"	KK 37775
"But what's wrong with giving Cupid a little nudge"	KK 59137
"Come on everybody – it's Elsie week"	KK 41901
"Do all husbands change after marriage?"	KK 22608
"Do college girls make better wives?"	KK 27333
"Do parents expect too much of their children?"	KK 20654
"Do you want the child to develop an inferiority complex?"	KK 26673
"Should a parent open a child's mail?"	KK 32460
"A child isn't bad just because he does naughty things"	KK 20655
"Should husbands and wives take separate vacations?"	KK 23863
"Are husbands more sentimental than wives?"	KK 32458
"Aren't husbands really more possessive than wives?"	KK 47668
"A child isn't necessarily stupid because he gets low marks!"	KK 32461
"How much should you help your in-laws?"	KK 32462
"I'm up to my horns in plans for our Second Hundred Years . . ."	KK 129939
"It was written almost 100 years ago! says Elsie . . ."	KK 128017
XYZOO'S Lemonlion label	VA941-199
XYZOO'S Orangeopus label	VA941-198
XYZOO'S Lemonasaur label	VA966-070
XYZOO'S Grape Gorilla label	VA918-073
XYZOO'S Chocodile label	VA966-071
XYZOO'S Cariblue label	VA966-068
XYZOO'S Puncharama label	VA966-069