

FORM PTO-1618A
Expires 06/30/99
OMB 0651-0027

U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID # _____
- Correction of PTO Error
Reel # _____ Frame # _____
- Corrective Document
Reel # _____ Frame # _____

Conveyance Type

- Assignment
- License
- Security Agreement
- Nunc Pro Tunc Assignment
Effective Date
Month Day Year

- Merger
- Change of Name
- Other _____

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year
11/06/2000

Name The Pillsbury Company

Formerly _____

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association
- Other _____

Citizenship/State of Incorporation/Organization Delaware

Receiving Party

Mark if additional names of receiving parties attached

Name HDIP, Inc.

DBA/AKA/TA _____

Composed of _____

Address (line 1) 200 South 6th Street

Address (line 2) _____

Address (line 3) Minneapolis Minnesota 55402
City State/Country Zip Code

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association
- Other _____

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

Citizenship/State of Incorporation/Organization Delaware

FOR OFFICE USE ONLY

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

TRADEMARK

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REEL: 002150 FRAME: 0971

FORM PTO-1618B
Expires 06/30/99
OMB 0861-0027

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U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

612-330-5446
Fax No. 612-330-8893

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

<input type="text" value="1116969"/>	<input type="text" value="1168495"/>	<input type="text" value="1183921"/>
<input type="text" value="1203527"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes

No

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. Charges to deposit account are authorized, as indicated herein.

Ruth M. Meger

11-14-2000

Name of Person Signing

Signature

Date Signed

ASSIGNMENT

THIS ASSIGNMENT is made effective as of the 6th day of October 1999 between The Pillsbury Company, a U.S. Company, whose address is 200 South 6th Street, Minneapolis, Minnesota 55402 (hereinafter the "Assignor") and HDIP, Inc., a company of the United States, whose address is 200 South 6th Street, Minneapolis, Minnesota 55402 (hereinafter "Assignee").

WHEREAS, Assignor is the Registered owner of the following trademark registration in the United States (hereinafter referred to as "the said Trademarks"):

Mark	Registration No.	Registration Date
Häagen-Dazs (Stylized)	1116969	April 24, 1979
Häagen-Dazs (Stylized)	1168495	September 8, 1981
Haagen-Dazs (Stylized)	1183921	December 29, 1981
Häagen-Dazs (Stylized)	1203527	August 3, 1982

AND WHEREAS it has been agreed between the parties that the Assignor shall assign to the Assignee the said Trademarks and Assignee is desirous of acquiring the said Trademarks:

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto the Assignee all rights, title and interest in and to the said Trademarks, together with the good will of the business symbolized by the said Trademarks and the registrations thereof.

The Pillsbury Company
 By: *David E. Schmitt*
 Name: David E. Schmitt
 Title: Vice President

Subscribed to and sworn to before me, this 9 day of November, 2000.

Bonnie I. Cain
Notary Public

