FORM PTO-1618A Expres 06/30/98 OMB 0651-0027	u S Department of Commerce Patent and Trademan Office TRADEMARK			
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TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies). Submission Type Conveyance Type				
New	XX Assignment License			
Resubmission (Non-Recordation) Document ID #	Security Agreement Nunc Pro Tunc Assignment			
Correction of PTO Error	Merger Effective Date Month Day Year			
Reel # Frame #	Change of Name			
Corrective Document Reel # Frame #	Other			
Conveying Party	Mark if aggitional names of conveying parties attached Execution Date			
Name The Pillsbury Company	Month Day Year [11/06/2000]			
Formerly				
Other				
<u>x</u> 1 Citizenship/State of Incorporation/Organization <u>Delaware</u>				
Receiving Party Mark if additional names of receiving parties attached				
Name HDIP, Inc.				
DBA/AKA/TA				
Composed of				
Address (Intel) 200 South 6th Street				
Address (line 2)				
	Minnesota 55402			
City	State/Country Zip Code			
Individual General Partnership	Limited Partnership If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an			
XX Corporation Association appointment of a domestic representative should be attached.				
Other (Designation must be a Separate document from Assignment.)				
Citizenship/State of Incorporation/Organization Delawage				
FOR OFFICE USE ONLY				

Public purpor reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Sond comments regarding this purpor estimate to the U.S. Patent and Trademark Office, Chief Information Officer. Washington D.C. 2023) and to the Office of Information and Regulatory Affairs, Office of Management and Biogot, Paperwork Reduction Project (0681-027), Washington, D.C. 2050s. See OMB Information Collection Bioget Package 0651-0027. Patent and Trademark Assignment Produce. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

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	epresentative Name and Address Enter for the first Receiving Pa	rty only.		
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Correspondent Name and Address Area Code and Telephone Number 612-330-5446 Fax No. 612-330-8893				
Name	Ruth M. Meger	12-330-6093		
Address (line 1)	The Pillsbury Company			
Address (une 2) MS 3726, 200 South 6th Street				
Address (line 3) Minneapolis, MN 55402				
Address (line 4)				
Pages Enter the total number of pages of the attached conveyance document # 3				
Trademark Application Number(s) or Registration Number(s) Mark if additional numbers attached				
Enter eitner the Trademark Application Number <u>or the</u> Registration Number (DO NOT ENTER BOTH numbers for the same property).				
Tra	demark Application Number(s) Registration Num			
	1203527			
Number of Properties Enter the total number of properties involved. #				
Fee Amour	nt Fee Amount for Properties Listed (37 CFR 3.41): \$ \$1	15.00		
Method of Payment: Enclosed Deposit Account XX				
(Enter for		1797		
	Authorization to charge additional fees: Yes	X 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				
	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
Haagen-Dazs (Stylized)	1116969	April 24, 1979
Häagen-Dazs (Stylized)	1168495	September 8, 1981
Haagen-Dazs (Stylized)	1183921	December 29, 1981
Haagen-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.

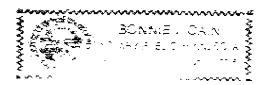
The Pillsbury Company

Name: David E. Schmitt Title: Vice President

Subscribed to and sworn to before me, this 4 day of November, 2000.

RECORDED: 11/14/2000

Notary Public



TRADEMARK **REEL: 002150 FRAME: 0973**