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RECORDATION FORM COVER SHEET TRADEMARKS ONLY U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof

<p>1. Name of conveying party(ies): The Pillsbury Company</p> <p><input type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation-State <input type="checkbox"/> Other _____</p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p>2. Name and address of receiving party(ies) NAME: HDIP, Inc Internal Address _____ Street Address: 200 So 6th Street City: Minneapolis State: MN Zip: 55402</p> <p><input type="checkbox"/> Individual(s) citizenship _____ <input type="checkbox"/> Association _____ <input type="checkbox"/> General Partnership _____ <input type="checkbox"/> Limited Partnership _____ <input checked="" type="checkbox"/> Corporation-State Delaware <input type="checkbox"/> Other _____</p> <p>If assignee is not completed in the United States, assignee's representative designation is attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (Designations must be a separate document from this form) Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
<p>3. Nature of conveyance: <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____</p> <p>Execution Date: 12/11/2001</p>	<p>4. Application number(s) or registration number(s): A. Trademark Application No.(s) _____ B. Trademark Registration No.(s) 2042383, 2113055, 1789428, 2200551</p> <p>Additional number(s) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
<p>5. Name and address of party to whom correspondence concerning document should be mailed: Name: Ruth M. Meyer - Fax No. 612-330-8893 Internal Address: M.S. 3726 Street Address: 200 South 6th Street City: Minneapolis State: MN Zip: 55402</p>	<p>6. Total number of applications and registrations involved: <input type="text" value="4"/></p> <p>7. Total fee (37 CFR 3.41) \$ 5115.00 <input type="checkbox"/> Enclosed <input checked="" type="checkbox"/> Authorized to be charged to deposit account</p> <p>8. Deposit account number: 181797</p>
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<p>9. Signature: Ruth M. Meyer Name of Person Signing</p> <p><i>Ruth M. Meyer</i> Signature</p> <p>12/11/01 Date</p> <p>Total number of items attached over from assignments and registrations: <input type="text" value="2"/></p> <p><small>When assignments to be recorded with required cover sheet information to Commissioner of Patent & Trademark, U.S. See Assignments Washington, D.C. 20231</small></p>	

ASSIGNMENT

THIS ASSIGNMENT is made effective as of the 7th 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
0% FAT, 100% HÄAGEN-DAZS	2042383	March 4, 1997
CAFFE HÄAGEN-DAZS	2113055	November 11, 1997
CAPPUCCINO COMMOTION	1789428	May 4, 1993
PERFECT REWARDS	2200551	October 27, 1998

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: 

Name: Beverly L. Rosenberg

Title: Assistant Secretary

Dated: December 11, 2001