TRADEMARK ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

| SUBMISSION TYPE: | NEW ASSIGNMENT |
|-----------------------|------------------------------|
| NATURE OF CONVEYANCE: | RELEASE OF SECURITY INTEREST |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|--|----------|----------------|-------------|
| Bank of America, N.A., as collateral agent | | 12/21/2007 | Bank: |

RECEIVING PARTY DATA

| Name: | Wells Dairy, Inc. |
|-----------------|--------------------|
| Street Address: | 1 Blue Bunny Drive |
| City: | Le Mars |
| State/Country: | IOWA |
| Postal Code: | 51031 |
| Entity Type: | CORPORATION: IOWA |

| Name: | Blue Bunny Investors, Inc. |
|-----------------|----------------------------|
| Street Address: | 1 Blue Bunny Drive |
| City: | Le Mars |
| State/Country: | IOWA |
| Postal Code: | 51031 |
| Entity Type: | CORPORATION: IOWA |

| Name: | Blue Bunny International, Inc. |
|-----------------|--------------------------------|
| Street Address: | 1 Blue Bunny Drive |
| City: | Le Mars |
| State/Country: | IOWA |
| Postal Code: | 51031 |
| Entity Type: | CORPORATION: |

PROPERTY NUMBERS Total: 79

| Property Type | Number | Word Mark |
|----------------------|---------|-----------|
| Registration Number: | 0848275 | MR. FUN |
| | | TDADEMARK |

| | | POLAR TREATS | | | |
|----------------------|---------|------------------------------|--|--|--|
| Registration Number: | 0948643 | ВОМВ РОР | | | |
| Registration Number: | 1039931 | | | | |
| Registration Number: | 1017720 | BOMBSTIK | | | |
| Registration Number: | 1026325 | BOMB POP, JR. | | | |
| Registration Number: | 1039823 | FROOTY PATOOTY | | | |
| Registration Number: | 1127938 | | | | |
| Registration Number: | 1144421 | PEANUT STICK | | | |
| Registration Number: | 1167538 | HI LITE | | | |
| Registration Number: | 1153320 | CLAMMY THE CREEP | | | |
| Registration Number: | 1172479 | SILO SAM | | | |
| Registration Number: | 1176416 | BUBBLE GUM BOMB | | | |
| Registration Number: | 1187029 | JAZZBERRY | | | |
| Registration Number: | 1334575 | MERRITT | | | |
| Registration Number: | 1528443 | BLUE BUNNY | | | |
| Registration Number: | 1494418 | WELLS' | | | |
| Registration Number: | 1536561 | LITE 85 | | | |
| Registration Number: | 2075920 | HEALTH SMART | | | |
| Registration Number: | 1852520 | CITRUS LITES | | | |
| Registration Number: | 1790566 | SLUSH POPS | | | |
| Registration Number: | 1799557 | FUDGE BOMB | | | |
| Registration Number: | 1849522 | CRUNCH BOMB | | | |
| Registration Number: | 1975586 | CHERRY BOMB | | | |
| Registration Number: | 1877791 | MISSILE FUDGE | | | |
| Registration Number: | 1892725 | BIG MISSISSIPPI MUD | | | |
| Registration Number: | 1941953 | SUNDAE CRUNCH | | | |
| Registration Number: | 1882388 | BIG NEAPOLITAN | | | |
| Registration Number: | 1918207 | BIG VANILLA | | | |
| Registration Number: | 1861083 | COOL TUBES | | | |
| Registration Number: | 1870729 | COOL JUICE | | | |
| Registration Number: | 1920008 | PEANUT BUTTER STICK | | | |
| Registration Number: | 1862670 | CITRUS SNACKS | | | |
| Registration Number: | 1944943 | SUPER CHILLER POP | | | |
| Registration Number: | 1875413 | WELLS' BLUE BUNNY | | | |
| Registration Number: | 1875414 | WELLS' BLUE BUNNY TRADEMARK | | | |

REEL: 003694 FRAME: 0396

| Registration Number: | 2053766 | KRUNCH STICKS | | | |
|----------------------|----------|--|--|--|--|
| Registration Number: | 1909404 | NUTT'N BETTER | | | |
| Serial Number: | 74525820 | PANDA BAR | | | |
| Registration Number: | 2022807 | SUPER FREEZE | | | |
| Registration Number: | 1939493 | SUPER 2 | | | |
| Registration Number: | 2216588 | DOUBLE DIP | | | |
| Registration Number: | 1945442 | MYSTERY MOUTH | | | |
| Registration Number: | 1939734 | WACKY WAFFLE | | | |
| Registration Number: | 1938499 | SLAMMA JAMMA | | | |
| Registration Number: | 1946861 | POLAR TREATS | | | |
| Registration Number: | 2021396 | THE CHAMP! | | | |
| Registration Number: | 2031929 | BIG BOPPER | | | |
| Registration Number: | 2031969 | CYBERBYTE | | | |
| Serial Number: | 75047604 | RB SPORT | | | |
| Registration Number: | 2232584 | SCREAMERS | | | |
| Registration Number: | 2083753 | CHOCO MALT | | | |
| Registration Number: | 2136795 | FRIO GRANDE | | | |
| Registration Number: | 2243320 | BLUE BUNNY WELLS | | | |
| Registration Number: | 2243321 | BLUE BUNNY WELLS | | | |
| Registration Number: | 2200633 | SPACE FACE | | | |
| Registration Number: | 2239774 | CHIPS GALORE! | | | |
| Registration Number: | 2235521 | CARAMEL APPLE TREATS | | | |
| Registration Number: | 2228552 | NUTRITION PLUS | | | |
| Registration Number: | 2492944 | BOMB SQUAD | | | |
| Registration Number: | 2264930 | DREAM BAR | | | |
| Registration Number: | 2409266 | SMOOTHERS 'N SHAKERS | | | |
| Registration Number: | 2526455 | CONFECTIONS & CREAM | | | |
| Registration Number: | 2384211 | JUNGLE PARADISE | | | |
| Registration Number: | 2369479 | JUNGLE ADVENTURES | | | |
| Registration Number: | 2426211 | AMAZON STORM | | | |
| Registration Number: | 2375344 | DESSERT SINSATIONS | | | |
| Registration Number: | 2480756 | SPEEDWAY SUNDAE | | | |
| Registration Number: | 2469853 | MADE BY PEOPLE WHO LOVE IT AS MUCH AS YOU DO | | | |
| Registration Number: | 2478236 | BUNNY TRACKS | | | |
| Registration Number: | 2832952 | PEANUT BUTTER PANIC | | | |

REEL: 003694 FRAME: 0397

| De sistanti e a Novada e a | 0700745 | DAUDY INNOVATIONS |
|----------------------------|----------|-------------------|
| Registration Number: | 2792745 | DAIRY INNOVATIONS |
| Registration Number: | 2656567 | EXTREMES |
| Registration Number: | 2701396 | NUTS UP? |
| Serial Number: | 78043912 | SCOOP TROOP |
| Registration Number: | 2728109 | CRAZY CUPS |
| Registration Number: | 2786210 | RHAPSODY |
| Registration Number: | 2773702 | FRIAZOS |
| Serial Number: | 78284916 | SKEDADDLES |

CORRESPONDENCE DATA

Fax Number: (212)593-5955

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 212-756-2494

Email: watt.wanapha@srz.com

Correspondent Name: Watt Wanapha
Address Line 1: 919 Third Avenue

Address Line 2: 19th Floor

Address Line 4: New York, NEW YORK 10022

| ATTORNEY DOCKET NUMBER: | 014951.0857 |
|-------------------------|----------------------------|
| NAME OF SUBMITTER: | Watt Wanapha (014951.0857) |
| Signature: | /kc for ww/ |
| Date: | 01/10/2008 |

Total Attachments: 5

source=Trademark Release of Security Interest for Wells Dairy2#page1.tif source=Trademark Release of Security Interest for Wells Dairy2#page2.tif source=Trademark Release of Security Interest for Wells Dairy2#page3.tif source=Trademark Release of Security Interest for Wells Dairy2#page4.tif source=Trademark Release of Security Interest for Wells Dairy2#page5.tif

RELEASE OF SECURITY INTEREST

THIS RELÊASE OF SECURITY INTEREST (the "Release") is made as of this 21 day of December, 2007, by Bank of America, N.A., as collateral agent ("Collateral Agent") for certain Secured Parties (as defined in the Credit Agreement and in the Intercreditor Agreement referred to below), in favor of Wells Dairy, Inc., an Iowa corporation ("Borrower"), Blue Bunny Investors, Inc., an Iowa corporation ("Investors"), and Blue Bunny International, Inc., an Iowa corporation ("International", and together with Borrower and Investors, the "Grantors").

WHEREAS, pursuant to (i) that certain Credit Agreement dated as of December 5, 2003 (as amended, restated or otherwise modified from time to time, the "Credit Agreement") by and among the Borrower, the lenders from time to time party thereto, and Bank of America, N.A., as administrative agent (the "Administrative Agent"), (ii) that certain Note Purchase Agreement dated as of June 17, 2002, as amended by agreement dated December 5, 2003, by and among the Borrower, certain noteholders (the "2002 Noteholders") and certain guarantors, (iii) that certain Note Purchase Agreement dated as of December 5, 2003, by and among the Borrower, certain noteholders (the "2003 Noteholders") and certain guarantors, (iv) that certain Amended and Restated Intercreditor and Collateral Agency Agreement dated as of December 5, 2003, by and among the 2003 Noteholders, the 2002 Noteholders, the Administrative Agent, the Collateral Agent, and the Borrower (the "Intercreditor Agreement"), and (v) that certain Assignment and Assumption Agreement dated as of December 5, 2003, by and between Wells Fargo Bank, National Association, as collateral agent, and the Collateral Agent, the Grantors entered into certain security agreements in favor of the Collateral Agent (for the benefit of the Secured Parties) (collectively, the "Security Agreements"), including that certain Amended and Restated Security Agreement dated as of December 5, 2003 (the "Amended and Restated Security Agreement"), made by the Grantors in favor of the Collateral Agent, as agent for the Secured Parties, and that certain Amended and Restated Intellectual Property Security Agreement dated as of December 5, 2003 (the "Amended and Restated Intellectual Property Security Agreement"), made by the Grantors in favor of the Collateral Agent, as agent for the Secured Parties, recorded with the U.S. Patent and Trademark Office on December 19, 2003, at Reel/Frame; 2879/0291;

WHEREAS, pursuant to the Security Agreements, each Grantor intended to grant to the Collateral Agent a continuing security interest in its right, title and interest in and to the "Intellectual Property Collateral" (as defined in the Amended and Restated Security Agreement) and the "Collateral" (as defined in the Amended and Restated Intellectual Property Security Agreement), including the trademark and service mark registrations and applications listed on Exhibit A attached hereto and made a part hereof (collectively, the "Secured Collateral").

NOW THEREFORE, FOR GOOD AND VALUABLE CONSIDERATION, the receipt and adequacy of which is hereby acknowledged, the Collateral Agent, in its capacity as collateral agent for the Secured Parties, hereby unconditionally and expressly releases and terminates any security interest it may have (or may have had) in and to the Secured Collateral (if any), and the Collateral Agent hereby assigns any such right, title and interest it may have in the Secured Collateral (if any) to the Grantors. The Collateral Agent further agrees to execute and deliver to

the Grantors any and all further documents or instruments and do any and all further acts which the Grantors reasonably request in order to confirm this Release.

This Release shall be binding upon the Collateral Agent's legal representatives, assigns and successors.

BANK OF AMERICA, N.A., in its capacity as Collateral Agent

Name:

hariene Wright Jones

Title: Assistant Vice President

EXHIBIT A

| | REGISTRATION | ISSUE | SERIAL | FILING | <u> </u> |
|---------------|--------------|-------------|-------------|------------|---------------|
| MARK | NUMBER | DATE | NUMBER | DATE | COUNTRY |
| MR. FUN | 848,275 | 04/30/1968 | 72/263,852 | 02/02/1967 | United States |
| POLAR | 0.10,275 | 0 1/20/1/00 | 72/203,032 | 02/02/1907 | Office States |
| TREATS | 926,505 | 01/04/1972 | 72/353,940 | 03/12/1970 | United States |
| BOMB POP | 948,643 | 12/12/1972 | 72/404,222 | 10/04/1971 | United States |
| DESIGN ONLY | 1,039,931 | 05/18/1976 | 72/425,635 | 05/26/1972 | United States |
| BOMB STICK | 1,017,720 | 08/05/1975 | 72/450,134 | 03/01/1973 | United States |
| BOMB POP, JR. | 1,026,325 | 12/02/1975 | 73/039,941 | 12/19/1974 | United States |
| FROOTY | -,, | 12,02,15,15 | 7370333,311 | 12/13/13/1 | Cirica States |
| PATOOTY | 1,039,823 | 05/18/1976 | 73/060,999 | 08/21/1975 | United States |
| DESIGN ONLY | 1,127,938 | 12/18/1979 | 73/091,598 | 06/25/1976 | United States |
| PEANUT STICK | 1,144,421 | 12/23/1980 | 73/162,978 | 03/20/1978 | United States |
| HI LITE | 1,167,538 | 09/01/1981 | 73/210,277 | 04/04/1979 | United States |
| CLAMMY THE | | | | 0.000.77 | omica states |
| CREEP | 1,153,320 | 05/05/1981 | 73/229,716 | 08/31/1979 | United States |
| SILO SAM | 1,172,479 | 10/06/1981 | 73/229,717 | 08/31/1979 | United States |
| BUBBLE GUM | | | | | |
| BOMB | 1,176,416 | 11/03/1981 | 73/261,425 | 05/09/1980 | United States |
| JAZZBERRY | 1,187,029 | 01/19/1982 | 73/297,167 | 02/17/1981 | United States |
| MERRITT | 1,334,575 | 05/07/1985 | 73/503,824 | 10/15/1984 | United States |
| BLUE BUNNY | 1,528,443 | 03/07/1989 | 73/650,971 | 03/23/1987 | United States |
| WELL'S | 1,494,418 | 06/28/1988 | 73/690,489 | 10/19/1987 | United States |
| LITE 85 | 1,536,561 | 04/25/1989 | 73/747,047 | 08/17/1988 | United States |
| HEALTH | | | | | |
| SMART | 2,075,920 | 07/01/1997 | 74/201,424 | 09/09/1991 | United States |
| CITRUS LITES | 1,852,520 | 09/06/1994 | 74/315,225 | 09/21/1992 | United States |
| SLUSH POPS | 1,790,566 | 08/31/1993 | 74/326,776 | 10/30/1992 | United States |
| FUDGE BOMB | 1,799,557 | 10/19/1993 | 74/359,042 | 02/16/1993 | United States |
| CRUNCH | | | | | |
| BOMB | 1,849,522 | 08/09/1994 | 74/359,576 | 02/16/1993 | United States |
| CHERRY | | | | | |
| BOMB | 1,975,586 | 05/28/1996 | 74/368,699 | 03/17/1993 | United States |
| MISSILE | | | | | |
| FUDGE | 1,877,791 | 02/07/1995 | 74/378,218 | 04/12/1993 | United States |
| BIG | | | | | |
| MISSISSIPPI | | | | | : |
| MUD | 1,892,725 | 05/02/1995 | 74/382,354 | 04/26/1993 | United States |
| SUNDAY | | | | | |
| CRUNCH | 1,941,953 | 12/19/1995 | 74/388,446 | 05/10/1993 | United States |
| BIG | 1 000 | | | | |
| NEAPOLITAN | 1,882,388 | 03/07/1995 | 74/394,371 | 05/25/1993 | United States |
| BIG VANILLA | 1,918,207 | 09/12/1995 | 74/394,663 | 05/26/1993 | United States |
| COOL TUBES | 1,861,083 | 11/01/1994 | 74/430,670 | 08/31/1993 | United States |
| COOL JUICE | 1,870,729 | 12/27/1994 | 74/430,759 | 08/31/1993 | United States |
| PEANUT | 1,920,008 | 09/19/1995 | 74/463,203 | 11/26/1993 | United States |

10586010.1

| MARK | REGISTRATION NUMBER | ISSUE DATE | SERIAL NUMBER | FILING DATE | COUNTRY |
|--------------|------------------------|---------------|------------------|----------------|---------------|
| BUTTER STICK | | | | | |
| CITRUS | | | | | |
| SNACKS | 1,862,670 | 11/15/1994 | 74/463,448 | 11/26/1993 | United States |
| SUPER | | | | | |
| CHILLER POP | 1,944,943 | 01/02/1996 | 74/474,833 | 12/28/1993 | United States |
| WELL'S BLUE | | | | | |
| BUNNY | 1,875,414 | 01/24/1995 | 74/496,360 | 02/28/1994 | United States |
| WELL'S BLUE | | | | | |
| BUNNY | 1,875,414 | 01/24/1995 | 74/496,360 | 02/28/1994 | United States |
| KRUNCH | | | | | |
| STICKS | 2,053,766 | 04/22/1997 | 74/513,450 | 04/18/1994 | United States |
| NUTT'N | | | | | |
| BUTTER | 1,909,404 | 08/01/1995 | 74/513,482 | 04/18/1994 | United States |
| PANDA BEAR | | | 74/525,820 | 05/17/1994 | United States |
| SUPER FREEZE | 2,022,807 | 12/17/1996 | 74/551,433 | 07/20/1994 | United States |
| SUPER 2 | 1,939,493 | 12/05/1995 | 74/566,498 | 08/29/1994 | United States |
| DOUBLE DIP | 2,216,588 | 01/05/1999 | 74/592,160 | 10/28/1994 | United States |
| MYSTERY | | | | | |
| MOUTH | 1,945,442 | 01/02/1996 | 74/604,665 | 11/30/1994 | United States |
| WACKY | | | | | |
| WAFFLE | 1,939,734 | 12/05/1995 | 74/604,735 | 11/30/1994 | United States |
| SLAMMA | | | | | |
| JAMMA | 1,938,499 | 11/28/1995 | 74/605,604 | 11/30/1994 | United States |
| POLAR | | | | | |
| TREATS | 1,946,861 | 01/09/1996 | 74/631,127 | 02/07/1995 | United States |
| THE CHAMP! | 2,021,396 | 12/03/1996 | 74/651,386 | 03/24/1995 | United States |
| BIG BOPPER | 2,031,929 | 01/21/1997 | 75/026,991 | 12/04/1995 | United States |
| CYBERBYTE | 2,031,969 | 01/21/1997 | 75/031,532 | 12/12/1995 | United States |
| RB SPORT | | | 75/047,604 | 01/24/1996 | United States |
| SCREAMERS | 2,232,584 | 03/16/1999 | 75/116,311 | 06/10/1996 | United States |
| CHOCO MALT | 2,083,753 | 07/29/1997 | 75/132,830 | 07/11/1996 | United States |
| FRIO GRANDE | 2,136,795 | 02/17/1998 | 75/164,504 | 09/12/1996 | United States |
| BLUE BUNNY | | | | | |
| WELLS | 2,243,320 | 05/04/1999 | 75/243,316 | 02/18/1997 | United States |
| BLUE BUNNY | | | | | |
| WELLS | 2,243,321 | 05/04/1999 | 75/243,317 | 02/18/1997 | United States |
| SPACE FACE | 2,200,633 | 10/27/1998 | 75/316,864 | 06/30/1997 | United States |
| CHIPS | | | | | |
| GALORE! | 2,239,774 | 04/13/1999 | 75/376,311 | 10/20/1997 | United States |
| CARAMEL | | | | | |
| APPLE TREATS | 2,235,521 | 03/23/1999 | 75/396,959 | 11/26/1997 | United States |
| NUTRITION | | | | | |
| PLUS | 2,228,552 | 03/02/1999 | 75/437,878 | 02/20/1998 | United States |
| BOMB SQUAD | 2,492,944 | 09/25/2001 | 75/438,933 | 02/23/1998 | United States |
| DREAM BAR | 2,264,930 | 07/27/1999 | 75/510,928 | 06/30/1998 | United States |
| SMOOTHERS N' | | | | | |
| SHAKERS | 2,409,266 | 11/28/2000 | 75/571,736 | 10/16/1998 | United States |

10586010.1

| | REGISTRATION | ISSUE | SERIAL | FILING | |
|--------------|--------------|------------|------------|------------|---------------|
| MARK | NUMBER | DATE | NUMBER | DATE | COUNTRY |
| CONFECTIONS | | | | | |
| & CREAM | 2,526,455 | 01/08/2002 | 75/635,000 | 02/03/1999 | United States |
| JUNGLE | | | | | |
| PARADISE | 2,384,211 | 09/05/2000 | 75/674,133 | 04/05/1999 | United States |
| JUNGLE | | | | | |
| ADVENTURES | 2,369,479 | 07/18/2000 | 75/674,134 | 04/05/1999 | United States |
| AMAZON | | | | | |
| STORM | 2,426,211 | 02/06/2001 | 75/674,135 | 04/05/1999 | United States |
| DESSERT | | | | | |
| SENSATIONS | 2,375,344 | 08/08/2000 | 75/812,480 | 09/30/1999 | United States |
| SPEEDWAY | | | | | |
| SUNDAY | 2,480,756 | 08/21/2001 | 75/830,063 | 11/09/1999 | United States |
| MADE BY | | | | | |
| PEOPLE WHO | | | | | |
| LOVE IT AS | | | | | |
| MUCH AS YOU | 2,469,853 | 07/17/2001 | 78/002,576 | 04/04/2000 | United States |
| BUNNY | | | | | |
| TRACKS | 2,478,236 | 08/14/2001 | 78/016,752 | 07/14/2000 | United States |
| PEANUT | | | - | | |
| BUTTER PANIC | 2,832,952 | 04/13/2004 | 78/022,088 | 08/21/2000 | United States |
| DAIRY | | | | | |
| INNOVATIONS | 2,792,745 | 12/09/2003 | 78/025,446 | 09/12/2000 | United States |
| EXTREMES | 2,656,567 | 12/03/2002 | 78/027,207 | 09/22/2000 | United States |
| NUTS UP? | 2,701,396 | 03/25/2003 | 78/031,607 | 10/20/2000 | United States |
| SCOOP TROOP | | | 78/043,912 | 01/19/2001 | United States |
| CRAZY CUPS | 2,728,109 | 06/17/2003 | 78/045,662 | 01/30/2001 | United States |
| RHAPSODY | 2,786,210 | 11/25/2003 | 78/045,817 | 01/31/2001 | United States |
| FRIAZOS | 2,773,702 | 10/14/2003 | 78/185,607 | 11/15/2002 | United States |
| SKEDADDLES | | | 78/284,916 | 08/08/2003 | United States |

10586010.1

RECORDED: 01/11/2008