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FORM PTO-1594 (Rev. 6-93) OMB No. 0651-0011 (exp. 4/94)



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

AUG 25 1998

Tab settings ⇨⇨⇨▽ N

To the Honorable Commissioner of Patents and Trademarks, record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Elmer Candy Corporation

- Individual(s), Association, General Partnership, Limited Partnership, Corporation-State: Louisiana, Other

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)

Name: New England Confectionery Company

Internal Address:

Street Address: 254 Massachusetts Avenue

City: Cambridge State: MA ZIP: 02139

- Individual(s) citizenship, Association, General Partnership, Limited Partnership, Corporation-State Massachusetts, Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

- Assignment, Merger, Security Agreement, Change of Name, Other

Execution Date: August 11, 1998

4. Application number(s) or registration number(s):

A. Trademark Application No.(s) 75/268,339

B. Trademark Registration No.(s) 1,420,333

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Thomas V. Smurzynski

Internal Address: Lahive & Cockfield, LLP

Street Address: 28 State Street

6. Total number of applications and registrations involved:

2

7. Total fee (37 CFR 3.41).....\$ 65.00

- Enclosed, Authorized to be charged to deposit account

8. Deposit account number:

12-0080

08/28/1998 DNGUYEN 00000004 1420333

01 FC:481 40.00 OP 02 FC:482 City: Boston State: MA ZIP: 02109

DO NOT USE THIS SPACE

9. 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.

Thomas V. Smurzynski Name of Person Signing

Signature

Aug. 19, 1998 Date

Total number of pages including cover sheet, attachments, and document:

2

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

ASSIGNMENT

WHEREAS Elmer Candy Corporation, a corporation organized under the laws of Louisiana, located and doing business at 410 N. Fifth Street, Poncharoula, Louisiana 70454 (hereinafter "Assignor") is the owner of U.S. Trademark Registration No. 1,420,333 for the mark SWEET TALK issued December 9, 1986 in the United States; and U.S. Trademark Application Serial No. 75/268,339, filed April 1, 1997; and

WHEREAS New England Confectionery Company, a corporation organized under the laws of Massachusetts, located and doing business at 254 Massachusetts Avenue, Cambridge, Massachusetts 02139 (hereinafter "Assignee"), desires to acquire all of Assignor's right, title, and interest in and to the SWEET TALK mark and U.S. Trademark Registration No. 1,420,333 and U.S. Trademark Application Serial No. 75/268,339, therefor

NOW, therefor, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby sells, assigns transfers and sets over onto the Assignee, all of Assignor's right, title and interest in and to the SWEET TALK mark, and Registration No. 1,420,333 and U.S. Trademark Application Serial No. 75/268,339 for the mark SWEET TALK and the goodwill of the business connected with the trademark, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

This Assignment shall be binding upon the parties, their successors and/or assigns and all other acting by, through, with or under their direction, and all those in privity therewith.

ELMER CANDY CORPORATION

By: [Signature]  
Name: ROBERT A. NELSON  
Title: VP COO

Date: 8-11-98

State of LOUISIANA )  
  )ss.  
PARISH  
County of JEFFERSON)

Before me this 11th day of AUGUST appeared ROBERT NELSON who declares that, he is VP PRESIDENT - COO of Elmer Candy Corporation and that he has read and understands the foregoing document and has signed it as his free act and deed and as the free act and deed of said corporation

[Signature]  
Notary Public

My Commission Expires: [Signature]

**DAVID J. MOTTER**  
Notary Public, Parish of Jefferson, State of LA  
My Commission is issued for Life

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