

*Corrective*

11-24-1998

TRADEMARKS ONLY

TRADEMARKS ONLY



100906312

To the Honorable ( )  
Please record the

s and Trademarks:  
or copy thereof.

*NRD 11.16.98*

1. Name of Party(ies) conveying an interest:

COLUMBIA INSURANCE COMPANY  
3024 Harney Street  
Omaha, Nebraska 68131

Entity:

- Individual(s)  Association
- General Partnership  Limited Partnership
- Corporation-State Nebraska
- Other \_\_\_\_\_

Additional name(s) of conveying party(ies) attached:

yes  no

2. Name and Address of Party(ies) receiving an interest:

Name: SEE'S CANDY SHOPS, INC.  
Street Address: 444 Allerton Avenue  
City: South San Francisco,  
State/Zip: California 94080

Entity:

- Individual(s)  Association
- General Partnership  Limited Partnership
- Corporation-State California
- Other \_\_\_\_\_

Citizenship \_\_\_\_\_

3. Description of the interest conveyed:

- Assignment  Change of Name  Other
- Security Agreement  Merger  Corrective assignment delete applns.  
75/332,215 and 75/400,212 at  
Reel/Frame No.: 1684/0418

Date of execution of attached document \_\_\_\_\_

If not domiciled in the United States, a domestic representative designation is attached:

yes  no

(The attached document must not be an assignment)  
Additional name(s) and addresses attached:

yes  no

4. Application number(s) or registration number(s). Additional sheet attached?

yes  no

A. Trademark Application No. (s)  
75/237,939

B. Trademark Registration No. (s)

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

Name: David S. Fleming, Esq.  
Brinks Hofer Gilson & Lione  
P.O. Box: P.O. Box 10395  
City: Chicago  
State/Zip: Illinois 60610

6. Number of applications and registrations involved: 1

7.  The \$40.00 filing fee is enclosed.

8.  Please charge the \$ \_\_\_\_\_ filing fee to  
Deposit Account No. 23-1925.  
(duplicate copy of this page attached)

9.  Please charge any deficiencies in fees or credit  
any overpayment to Deposit Account No. 23-1925.

DO NOT USE THIS SPACE

*40E*

10. 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.

Scott J. Slavick  
of Person Signing

*Scott J. Slavick*  
Signature

11/12/98

Name

Total number of pages comprising coversheet:  1

**EXHIBIT B**  
**FEDERAL TRADEMARK ASSIGNMENT**

WHEREAS, SEE'S CANDY SHOPS, INCORPORATED, a corporation organized and existing under the laws of California ("See's"), is the owner of the United States trademarks and applications/registrations shown on the attached list;

AND WHEREAS, COLUMBIA INSURANCE COMPANY, a corporation organized and existing under the laws of Nebraska ("Columbia"), desires to acquire said United States trademarks and the applications/registrations therefor;

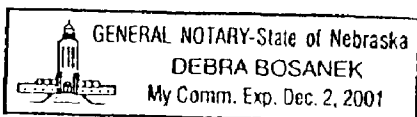
NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, See's does hereby sell, assign, set over and transfer to Columbia the entire right, title and interest in and to each of said United States trademarks, together with the goodwill of the business associated therewith, and the applications/registrations therefor, effective January 1, 1998.

SEE'S CANDY SHOPS, INCORPORATED

By: Marc D. Hamburg  
Marc D. Hamburg  
Assistant Secretary

STATE OF NEBRASKA     )  
                                  ) ss.  
COUNTY OF DOUGLAS    )

On this 30 day of December, 1997, before me, a Notary Public in and for the County aforesaid, personally appeared Marc D. Hamburg, personally known to me and known to me to be the person whose name is subscribed to the foregoing instrument, who stated that he was the Assistant Secretary of SEE'S CANDY SHOPS, INCORPORATED, and that he had been duly authorized by the Board of Directors of said corporation to execute the foregoing instrument under said authority.



Debra Bosanek  
Notary Public  
12-2-2001  
My Commission Expires

# U.S. Federal Trademarks

Mark	Application/Registration Number
A HAPPY HABIT	966,174
ALMOND ROYAL	1,243,017
BEVERLY	1,033,380
BUTTERCHEW	1,010,801
CAFE LATTE KRISPY	1,956,687
CALIFORNIA BRITTLE	984,609
Design only	75-237,939
Design only	75-150,273
FAMOUS OLD TIME	986,081
GIFT OF ELEGANCE	1,119,762
GIFT OF ELEGANCE SEE'S FAMOUS OLD TIME CANDIES and Design	1,515,646
GINGER KRISPY	1,926,604
HAWAIIAN CARAMEL BAR	1,376,626
LICORICE MEDALLIONS	1,987,726
LITTLE POPS	1,326,488
MARY SEE (Stylized)	336,257
MARY SEE and Design	979,520
MINT KRISPY	1,859,851
MINT KRISPY	1,341,773
NORMANDIE	1,009,364
ORANGE KRISPY	1,892,276
ORANGE KRISPY	1,341,774
OXFORD	980,069
POLAR BEAR PAW	1,571,163
QUALITY WITHOUT COMPROMISE	987,010
SCOTCHMALLOW	1,000,316
SEE BREEZE and Design	1,232,738
SEE'S	2,046,261
SEE'S	1,549,260
SEE'S	1,515,984
SEE'S - A CALIFORNIA TRADITION SINCE 1921	2,079,826
SEE'S (Stylized)	538,168

Mark	Application/Registration Number
SEE'S and Design	367,056
SEE'S APPLE PIE TRUFFLE	2,035,280
SEE'S CAFÉ LATTE LOLLYPOP	75-332,215
SEE'S CANDIES	1,549,258
SEE'S CANDIES	1,515,983
SEE'S CANDIES and Design (Truffle box lid design)	1,518,181
SEE'S CANDIES and Design (Truffle box - stripe)	1,549,373
SEE'S CANDIES and Design (Truffle box design - gold)	1,671,273
SEE'S CANDIES QUALITY WITHOUT COMPROMISE and Design	1,515,982
SEE'S RED HOT SWAMP GOO	2,095,637
SEEGAR	75-400,212
TIPPERARY	980,070
TOFFEE-ETTES	1,127,600
WRAPPED AND READY TO GO	1,722,811