

12-30-1998



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RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

88-66-21 (M)

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

New

Resubmission (Non-Recordation)
Document ID # _____

Correction of PTO Error
Reel # 0272 Frame # 102

Corrective Document
Reel # _____ Frame # _____

Conveyance Type

Assignment License

Security Agreement Nunc Pro Tunc Assignment

Merger
Effective Date
Month Day Year _____

Change of Name

Other _____

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year
06 24 66

Name S.G.M., INC.

Formerly _____

Individual General Partnership Limited Partnership Corporation Association

Other _____

Citizenship/State of Incorporation/Organization PENNSYLVANIA

Receiving Party

Mark if additional names of receiving parties attached

Name SAN GIORGIO MACARONI, INC.

DBA/AKA/TA _____

Composed of _____

Address (line 1) 749 GUILFORD STREET

Address (line 2) _____

Address (line 3) LEBANON PA _____
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 appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

Corporation Association

Other _____

Citizenship/State of Incorporation/Organization DELAWARE

FOR OFFICE USE ONLY

Public burden 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. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

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

TRADEMARK
REEL: 1845 FRAME: 0645

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

[Empty text box]

Address (line 1)

[Empty text box]

Address (line 2)

[Empty text box]

Address (line 3)

[Empty text box]

Address (line 4)

[Empty text box]

Correspondent Name and Address

Area Code and Telephone Number

303-422-1456

Name

MARTHA L. CECIL-FEW

Address (line 1)

HERSHEY CHOCOLATE & CONFECTIONERY CORPORATION

Address (line 2)

(F/K/A HOMESTEAD, INC.)

Address (line 3)

5060 WARD ROAD

Address (line 4)

WHEAT RIDGE, CO 80033

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

[Empty text box]

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

[Empty text boxes for Trademark Application Number(s)]

128,415 [Empty text box] [Empty text box]
607,385 [Empty text box] [Empty text box]
[Empty text box] [Empty text box] [Empty text box]

Number of Properties

Enter the total number of properties involved.

#

2

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

65

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

082695

Authorization to charge additional fees:

Yes

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.

MARTHA L. CECIL-FEW

Name of Person Signing

Martha L. Cecil-Few

Signature

DECEMBER 18, 1998

Date Signed

ASSIGNMENT

THIS ASSIGNMENT, effective the 24th day of June, 1966, WHEREAS:

WHEREAS, SAN GIORGIO MACARONI, INC., by change of name on June 24, 1966, S.G.M., INC., a Pennsylvania corporation, has adopted and used, and was using on the day and year first above written, certain marks registered in the United States Patent Office or pending on application to register therein; and

WHEREAS, said SAN GIORGIO MACARONI, INC., by change of name on June 24, 1966, S.G.M., INC., a Pennsylvania corporation, has adopted and used, and was using on said day and year first above written, the trade names "San Giorgio" and "San Giorgio Macaroni, Inc." and is owner of the common law trademarks DAINTY CUP, ROLLETS, CLEEN-MADE, SOUPETTES, ITALIAN PANTRY, SPIRALS, POT-PIE BOWS; and

WHEREAS, SAN GIORGIO MACARONI, INC., a Delaware corporation, whose mailing address is 749 Guilford Street, Lebanon, Pennsylvania, acquired by transfer dated June 24, 1966 from said S.G.M., INC., by change of name from SAN GIORGIO MACARONI, INC., a Pennsylvania corporation, all its assets of every nature including the entire good will of the business and all trade names and all marks and registrations thereof and applications to register in the United States Patent Office owned by said S.G.M., INC.; and

WHEREAS, among the assets so conveyed but not particularly described are the trade names "San Giorgio" and "San Giorgio Macaroni, Inc.", and the trademarks SAN GIORGIO, SAN GIORGIO and various designs, SOUP GEMS, POT-PIE, OLD ORIGINAL, Medallion of St. George and the Dragon; and

REEL 272 FRAME 102

TRADE-MARK

TRADEMARK
REEL: 1845 FRAME: 0647

WHEREAS, said assignee SAN GIORGIO MACARONI, INC., a Delaware corporation, is desirous of perfecting the assignment records of the United States Patent Office so as to show its acquisition of said marks and registrations thereof and applications to register;

NOW THEREFORE: Be it known for and in consideration of good and valuable consideration to it in hand paid, the receipt of which is hereby acknowledged, said S.I.M., INC., by change of name from SAN GIORGIO MACARONI, INC., a Pennsylvania corporation, by these presents does assign and transfer unto said SAN GIORGIO MACARONI, INC., a Delaware corporation, its entire right, title and interest in and to the trade names "San Giorgio" and "San Giorgio Macaroni, Inc." and its entire right, title and interest in and to the following marks and registrations thereof and applications to register in the United States Patent Office, including but not limited to all renewals and/or republications, together with the good will of the business in connection with which said names and marks are used:

<u>Trademark Registration Number</u>	<u>Dated</u>
128,415 (SAN GIORGIO and Design)	January 6, 1920
177,996 (SOUP GEMS)	January 1, 1924
177,999 (POT-PIE)	January 1, 1924
607,385 (SAN GIORGIO)	June 14, 1955
711,949 (OLD ORIGINAL)	February 28, 1961
<u>Trademark Serial Number</u> <u>(Pending Registration)</u>	<u>Filed</u>
SN 243,173 (SAN GIORGIO)	April 11, 1966
SN 243,174 (Medallion Design)	April 11, 1966
SN 243,175 (SAN GIORGIO and Design)	April 11, 1966

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TRADE-MARK

TRADEMARK
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County of Lebanon }
State of Pennsylvania } ss:

I, ~~Elaine M. Wagner~~, a Notary Public in and for ~~Lebanon County~~, do hereby certify that ~~Raymond J. Guerrisi~~, who is named as attorney-in-fact for S.G.M., Inc., a Pennsylvania corporation, the corporate assignor in the foregoing and annexed Assignment, bearing the date July 19, 1966, personally appeared before me in said County, the said ~~Raymond J. Guerrisi~~ being personally well known to me as the person named as such attorney-in-fact in said Assignment, and acknowledged the Assignment to be the act and deed of said corporation, and that he delivered the same as such.

Given under my hand and seal this 19th day of July, 1966.

[NOTARIAL
SEAL]

Elaine M. Wagner
Notary Public

My Commission expires 3/3/69

REEL 0272 FRAME 105

TRADE-MARK

RECORDED
U.S. PATENT OFFICE

AUG - 5 1975

Christopher E. Summ
COMMISSIONER OF PATENTS

IN WITNESS WHEREOF, on the day and year first above written, S.G.M., INC., of the name of name from SAN GIORGIO MACARONI, INC., a corporation, has caused these presents to be signed and sealed by -Raymond J. Guerrisi-, its President, attested by -Henry J. Guerrisi-, its Secretary, and does hereby appoint said -Raymond J. Guerrisi- its true and lawful attorney in fact for it and its heirs to acknowledge and deliver these presents as its own and deed.

[CORPORATE SEAL]

INC.

Raymond J. Guerrisi
President

Attest:

Henry J. Guerrisi
1337 Secretary

REGISTERED TRADEMARK 1-0-1

TRADEMARK