

TRANSMIT

03-01-1999

ATION

To the Commissioner of Patents and

iginal documents or copy thereof.

1. Name of conveying party(ies):

David N. Borrus

MAD
2-25-99

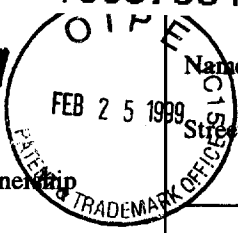
100975846

Name: Mars, Incorporated

of receiving party(ies):

- Individual(s)
- General Partnership
- Corporation-State
- Other

- Association
- Limited Partnership



Street Address: 6885 Elm Street

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

- Yes
- No

City: McLean State Virginia ZIP 22101

3. Nature of conveyance:

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

Execution Date: January 25, 1999

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

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
 (Designation must be a separate document from Assignment)
 Additional name(s) & address(es) attached? Yes No

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)
1,813,942

Additional numbers attached? Yes No

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

Name: Fitzpatrick, Cella, Harper & Scinto
 30 Rockefeller Plaza
 New York, New York 10112-3801
 Telephone No.: (212) 218-2100
 Facsimile No.: (212) 218-2200

6. Number of applications and registrations involved:

1

7. Total fee (37 CFR 3.41): \$40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number

(Attach duplicate copy of this page if paying by deposit account):

2/26/1999 JSWBAZZ 00000171 1813942

FC:481

40.00 OP

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.

Leslie K. Mitchell
Name of Person Signing

Leslie K. Mitchell
Signature

February 22, 1999
Date

Total number of pages including cover sheet, attachments, and documents: 2

ASSIGNMENT OF TRADEMARK

WHEREAS, David N. Borrus, an individual doing business at 126 Harvey Street, Cambridge, Massachusetts 02140, is the owner of Registration No. 1,813,942 for the trademark "CELEBRATION CHOCOLATES" registered on December 28, 1993 for goods identified as milk chocolate bars in Class 30; and

WHEREAS, Mars, Incorporated, a Delaware corporation located and doing business at 6885 Elm Street, McLean, Virginia 22101-3883 is desirous of acquiring said mark, the registration thereof and any and all goodwill attached thereto.

NOW, THEREFORE, in consideration of and in exchange for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, David N. Borrus does hereby sell, assign, transfer, and grant to Mars, Incorporated its entire right, title and interest in and to the trademark "CELEBRATION CHOCOLATES" and Registration No. 1,813,942 and any and all goodwill attached thereto.

This Assignment is executed at Cambridge, Massachusetts this 25th day of

January, 1999.



DAVID N. BORRUS

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