

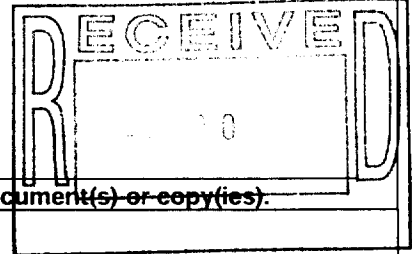
08-27-1999



101128767

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

8.20.99



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 # _____ Frame # _____
- Corrective Document
Reel # _____ Frame # _____

Conveyance Type

- Assignment License
 - Security Agreement Nunc Pro Tunc Assignment
 - Merger Change of Name
 - Other _____
- Effective Date
Month Day Year
052199

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name

Formerly

- Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

- Individual General Partnership Limited Partnership Association

- Corporation Association

Other

Citizenship/State of Incorporation/Organization

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.)

08/27/1999 DCDATES 0000054 1001117

FOR OFFICE USE ONLY

01 FC:481

40.00 DP

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

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

#

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)

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1,001,117"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

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:

#

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.

Matthew J. Cushing



August 19, 1999

Name of Person Signing

Signature

Date Signed

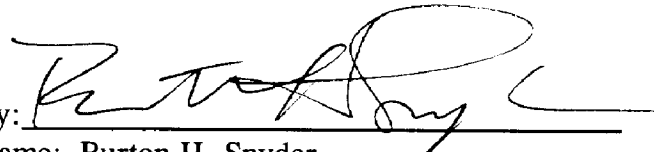
ASSIGNMENT OF TRADEMARK

(United States of America)

In exchange for One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, intending to be legally bound hereby, Hershey Foods Corporation, a Delaware corporation, successor by merger to Leaf, Inc. (the "Assignor"), hereby assigns by quitclaim assignment to DMA Acquisition Corp. II, a Delaware corporation (the "Assignee"), its successors and assigns, all of Assignor's right, title and interest in (i) the trademark "Clark" in the United States of America for candy bars (the "Mark") originally registered in the United States Patent and Trademark Office on January 7, 1975, and assigned registration and assigned registration number 1001117, (ii) such registration of the Mark, (iii) the entire goodwill of the business symbolized and associated with the Mark and such registration and (iv) the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Mark or the registration thereof or such associated goodwill. Assignor makes no representations or warranties of any kind with regard to the Mark, and this Assignment is made "AS-IS, WHERE-IS" in all regards.

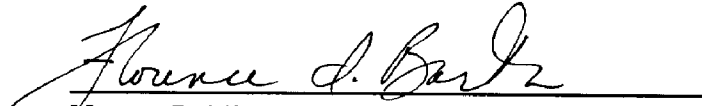
IN WITNESS WHEREOF, Assignor has executed this Assignment as of the 21st day of May, 1999.

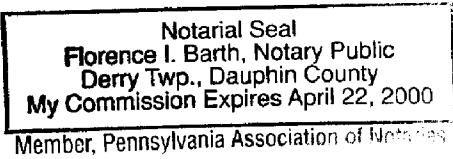
HERSHEY FOODS CORPORATION, a Delaware corporation, successor by merger to Leaf, Inc.

By: 
Name: Burton H. Snyder
Title: Assistant Secretary

COMMONWEALTH OF PENNSYLVANIA)
)
COUNTY OF DAUPHIN)

The foregoing instrument was executed before me, this 21st day of May, 1999, by Burton H. Snyder, the Assistant Secretary of Hershey Foods Corporation, a Delaware corporation, on behalf of said corporation, as its free act and deed.


Notary Public



{11092.001/225191.}