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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

101240523

2 attached original documents or

To The Honorable Commissioner for Patents
copy thereof.

1. Name of conveying party(ies):
 Name: KRAFT FOODS INC.
 Address: Three Lakes Drive

 City: Northfield State: IL Zip: 60093
 Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State of: IL
 Other:

2. Name and address of receiving party(ies):
 Name: KRAFT PIZZA COMPANY
 Address: THREE LAKES DRIVE

 City: NORTHFIELD State: IL Zip: 60093
 Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State of:
 Other:

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

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

3. Nature of Conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other

(Designations must be a separate document from Assignment)
 Additional names(s) & address(es) attached?
 Yes No

Execution Date:

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s)

FRESH BAKED TASTE AND PIZZA PADDLE Design
74/611,006
December 14, 1994

B. Trademark Registration No.(s)

Additional numbers attached? Yes (If yes, then attach numbers on a separate sheet and send along with this page) No

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

Name: DOUGLAS W. CHERRY
 Company: KRAFT FOODS
 Street Address: 3 LAKES DRIVE #352
 City: NORTHFIELD State: IL Zip: 60093

6. Total number of applications and registrations invoiced: 1

7. Total fee (37 CFR 3.41): \$ 40.00
\$40 for one mark; \$25 each additional

Enclosed
 Authorized to be charged to deposit account #11-1650 if any additional fees are required.

8. Deposit account number: 11-1650

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

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.

Name of Person Signing SANDRA J. STORTO

Signature Sandra J. Storto

Date: 12/21/99

Total number of pages comprising cover sheet: 1

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TRADEMARK
REEL: 002007 FRAME: 0877

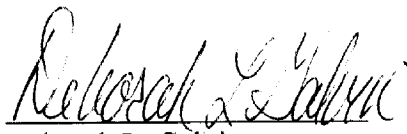
TRADEMARK ASSIGNMENT

WHEREAS, Kraft Foods, Inc., of Three Lakes Drive, Northfield, Illinois 60093, (hereinafter THE ASSIGNOR) has adopted, used and is using the mark shown in U.S. Trademark Application Serial No. 74/611,006 which was applied for in the United States Patent and Trademark Office on December 14, 1994; and

WHEREAS, Kraft Pizza Company, a Delaware Corporation, Three Lakes Drive, Northfield, IL 60093, (hereinafter THE ASSIGNEE), is desirous of acquiring said mark and the application thereof;

NOW, THEREFORE, in consideration of \$1.00 and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, THE ASSIGNOR does hereby assign unto THE ASSIGNEE all right, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark, and the application thereof, No. 74/611,006.

KRAFT FOODS, INC.

By: 
Deborah L. Galvin
Assistant Secretary

Date 12/17/99