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RECORDATION FO  
TRADEMA



DEPT. OF COMMERCE  
NT AND TRADEMARK OFFICE

U.S. Patent & TMOic/TM Mail Rcpt Dt. #61

Patents and Trademarks:

101440989

copy thereof.

1. Name of conveying party(ies):

**The CIT Group/Business Credit, Inc. successor in interest to and by merger with The CIT Group/Credit Finance, Inc.**

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

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

3. Nature of conveyance:

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

Execution Date: JULY 5, 2000

2. Name and address of receiving party(ies):

Name: Henry Heide, Incorporated

Internal Address: c/o Intellectual Property Department

Street Address: 5060 Ward Road

City: Wheat Ridge State: CO Zip: 80033

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

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

(Designations must be a separate document from Assignment)

Additional name(s) and address(es) attached?  Yes  No

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

A. Trademark Application No.(s) None

B. Trademark registration No.(s) See Attached Exhibit "A"

Additional numbers attached?  Yes  No

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

Name: Martha L. Cecil-Few

Internal Address: Hershey Chocolate & Confectionery

Corporation

Street Address: 5060 Ward Road

City: Wheat Ridge State: CO Zip: 80033

6. Total number of applications and registrations involved:

7. Total fee (37 CFR 3.41)..... \$ 715.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

500934

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

08/24/2000 MTHAI1 / 00000031 500934 74395268

DO NOT USE THIS SPACE

01 FC:481 40.00 CH  
02 FC:482 675.00 CH

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.

MARTHA L. CECIL-FEW

Martha L. Cecil-Few  
Signature

July 13, 2000  
Date

Name of Person Signing

Signature

Date

Total number of pages comprising cover sheet: 2

OMB No. 0651-0011 (exp 4/94)

TRADEMARK  
REEL: 002124 FRAME: 0802

Exhibit "A"  
Henry Heide Incorporated  
Release of Security Interest

<u>Trademark</u>	<u>Registration Number</u>
1 HH (in Diamond Device)	32606
2 BUTTER CREAMS & Design	47305
3 THE BEST and Design	52350
4 HH and Design	58790
5 RED HOT DOLLARS	220367
6 HEIDE'S	243976
7 HEIDE and Design	293766
8 JUJYFRUITS (Stylized)	435900
9 WETEM & WEAREM	635303
10 HUMMING BIRD EGGS	689201
11 MEXICAN HATS	740732
12 CLOVER	787274
13 PRIVATE STOCK	1240529
14 Miscellaneous Design (Bear)	1316007
15 EASY ACES	1388459
16 WUNDERBEANS	1640701
17 WUNDERLE	1640702
18 JUJYFRUITS AND FRIENDS	1679046
19 HAWAII HOTS	1707065
20 SILLY SOURS	1708503
21 COOL GRAPE	1720539
22 WUNDER BEANS and Design	1722228
23 TEAM BEANS	1774359
24 SOUR DEVILS	1800208
25 JUJYFRUITS	1826529
26 GUMMIJUJYS	1840760
27 SCHOOL COLORS	1943109
28 IN YOUR FACE	2043943

RELEASE OF SECURITY INTEREST

KNOW ALL MEN BY THESE PRESENTS that THE CIT GROUP/BUSINESS CREDIT, INC., as successor in interest to and by merger with The CIT GROUP/ *CREDIT* FINANCE, INC., having a place of business at 1211 Avenue of the Americas, New York, N.Y. 10036, for One Dollar and other good and valuable consideration, effective as of on or about December 13, 1995, did release and discharge the security interest previously granted in the trademarks shown in Schedules 1-A attached hereto and made a part hereof, which security interest was granted to it by Henry Heide, Incorporated, a New York corporation, pursuant to an Assignment for Security dated August 24, 1994 and a corresponding Special Power of Attorney, also dated August 24, 1994, which were recorded in the U.S. Patent and Trademark Office on August 26, 1994 at Reel/Frame 1214/0393, the debt secured thereby having been paid and satisfied in full.

IN WITNESS WHEREOF, said THE CIT GROUP/BUSINESS CREDIT, INC. has hereunto caused its corporate name to be subscribed and seal affixed by its duly authorized representative this 5<sup>th</sup> day of July, 2000.

Attest:

THE CIT GROUP/BUSINESS CREDIT, INC.  
(as successor in interest to and by merger with  
The CIT GROUP/FINANCE, INC.)

*CREDIT*



By: Debra A. Putnam

Title: Vice President

Date: 7/5/00

SCHEDULE 1-A

U.S. Registered Trademarks

<u>Item</u>	<u>Registration #</u>	<u>Effective Date</u>	<u>Expiration Date</u>
Diamond Brand (12989)	105,053	07/06/1915	07/06/1995
Diamond H-H (14921)	32,606	03/21/1899	03/21/2009
Diamond H-H (14258)	58,790	12/25/1906	12/25/2006
Greenfield's (13245)	349,215	08/24/1937	08/24/1997
Heide's (Block) (9513)	243,976	07/03/1928	07/03/2008
Heide (in Diamond) (12488)	293,766	05/03/1932	05/03/2002
Heide (all-over design) (13284)	351,003	10/12/1937	10/12/1997
Juzyfruits (1523)	435,900	01/13/1948	01/13/2008
Mexican Hats (T-3563)	740,732	11/13/1962	11/13/2002
Private Stock (T-9104)	1,240,529	05/31/1983	05/31/2003
Red Hot Dollars (12758)	220,367	11/09/1926	11/09/2006
Repetti (T-2581)	113,796	10/31/1916	10/31/1996
Wetem & Wearem (T-2370)	635,303	10/02/1956	10/02/1996
Bear Design (T-9253)	1,316,007	01/22/1985	07/11/1990
Wunderbeans	1,640,701	04/09/1991	04/09/2001
Juzyfruits & Friends	1,679,046	03/10/1992	03/10/2002
Wunderle	1,640,702	04/09/1991	04/09/2001
Hawaii Hots	1,707,065	08/11/1992	08/11/2002
Wunderbeans & Design	1,722,228	10/06/1992	10/06/2002
Silly Sours	1,708,503	10/18/1992	10/18/2002
Cool Grape	1,720,539	09/29/1992	09/29/2002
Gummijujys	1,840,760	06/21/94	06/21/2004
Juzyfruits	1,826,529	03/15/94	03/15/2004
Team Beans	1,774,359	06/01/93	06/01/2003
Sour Devils	1,800,208	10/19/93	10/19/2003
Easy Aces	1,388,459	04/01/86	04/01/2006
Clover	787,274	03/23/65	03/23/2005
Humming Bird Eggs	689,201	12/01/59	12/01/1999
Butter Creams	47,305	10/31/05	10/31/2005
The Best & Design	52,350	05/08/06	05/08/2006

Former  
U.S. Pending Applications (now registered)

<u>Mark</u>	<u>Serial No.</u>	<u>Reg. No.</u>	<u>App. Date</u>	<u>Comment</u>
School Colors	74/395,268	1,943,109	05/26/93	Intent to Use
In Your Face	74/347,221	2,043,943	01/11/93	Intent to Use

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