

12-01-2000

FORM PTO-1594
1-31-92

U.S. DEPT OF COMMERCE
PATENT AND TRADEMARK OFFICE



To the Honorable Commissioner of

101534017

ed original documents or copy thereof

1. Name of conveying party(ies):

Hershey Foods Corporation

8-21-00

- Individual(s)
- General Partnership
- Corporation-State **Delaware**
- Other _____



08-21-2000

U.S. Patent & TMOfo: TM Mail Rcpt Dt. #22

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

3. Nature of conveyance:

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

Execution Date: Effective as of January 1, 2000

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

Name: Hershey Chocolate & Confectionery Corporation

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 DELAWARE
- 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.**

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)..... \$ 765

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

500934

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

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.

MARTHA L. CECIL-FEW

Martha L. Cecil-Few

August 16, 2000

Name of Person Signing

Signature

Date

Total number of pages comprising cover sheet: _____

**Marks Assigned by Hershey Foods Corporation to
Hershey Chocolate and Confectionery Corporation on 2/1/2000**

Trademark	Registration No.	Registration Date
BUTTER CREAMS & Design	47305	31-Oct-05
CLOVER	787274	23-Mar-65
COOL GRAPE	1720539	29-Sep-92
EASY ACES	1388459	01-Apr-86
GUMMIJUJYS	1840760	21-Jun-94
HAWAII HOTS	1707065	11-Aug-92
HEIDE and Design	293766	03-May-32
HEIDE'S	243976	03-Jul-28
HH and Design	58790	25-Dec-06
HUMMING BIRD EGGS	689201	01-Dec-59
IN YOUR FACE	2043943	11-Mar-97
JUJYFRUITS	1826529	15-Mar-94
JUJYFRUITS (Stylized)	435900	13-Jan-48
JUJYFRUITS AND FRIENDS	1679046	10-Mar-92
MEXICAN HATS	740732	13-Nov-62
Miscellaneous Design (Bear)	1316007	22-Jan-85
MOVIE MAGIC	2099762	23-Sep-97
PRIVATE STOCK	1240529	31-May-83
RED HOT DOLLARS	220367	09-Nov-26
SCHOOL COLORS	1943109	19-Dec-95
SILLY SOURS	1708503	18-Aug-92
SOUR DEVILS	1800208	19-Oct-93
TEAM BEANS	1774359	01-Jun-93
THE BEST and Design	52350	08-May-06
WETEM & WEAREM	635303	02-Oct-56
WUNDER BEANS and Design	1722228	06-Oct-92
WUNDER BEANS HEIDE GOURMET JELLY BEANS	1956195	13-Feb-96
WUNDERBALLS	1859889	25-Oct-94
WUNDERBEANS	1640701	09-Apr-91
WUNDERLE	1640702	09-Apr-91

ASSIGNMENT

WHEREAS, HERSHEY FOODS CORPORATION, a corporation organized and existing under the laws of the State of Delaware, located at 100 Crystal A Drive, Hershey, PA 17033, as successor by merger to Henry Heide, Inc., is the owner of the trademarks listed on Schedule A attached hereto, including all rights in the trade dress and packaging relating thereto (collectively, the "Intellectual Property"); and

WHEREAS, HERSHEY CHOCOLATE & CONFECTIONERY CORPORATION, a corporation organized and existing under the laws of the State of Delaware, with an address at 5060 Ward Road, Wheat Ridge, CO 80033, is desirous of acquiring said marks.

NOW, THEREFORE, for good and valuable consideration receipt of which is hereby acknowledged, said HERSHEY FOODS CORPORATION, does hereby assign unto the said HERSHEY CHOCOLATE & CONFECTIONERY CORPORATION:

1. All right, title and interest in and to the Intellectual Property together with any rights which HERSHEY FOODS CORPORATION or its predecessor by merger, Henry Heide, Inc., may have acquired with respect thereto pursuant to common law or any other law, regulation, or practice, together with the goodwill of the business symbolized thereby.

IN WITNESS WHEREOF, this Assignment is executed effective as of the 1st day of January, 2000.

ATTEST:

Burton H. Snyder

Burton H. Snyder
Assistant Secretary

HERSHEY FOODS CORPORATION,
as successor by merger to Henry Heide, Inc.

By: *Robert M. Reese*

Robert M. Reese
Secretary

[CORPORATE SEAL]

COMMONWEALTH OF PENNSYLVANIA)
)
COUNTY OF DAUPHIN) ss.

On this 18th day of February, 2000 before me personally appeared Robert M. Reese and Burton H. Snyder, to me known, who, being by me duly sworn, did depose and say that they are Secretary and Assistant Secretary, respectively, of HERSHEY FOODS CORPORATION, successor by merger to Henry Heide, Inc., a corporation of the State of Delaware, the Corporation described in and on whose behalf they executed the foregoing instrument, and that they executed said instrument for the purposes contained therein under authority of the Board of Directors of said Corporation.

Florence J. Barth

NOTARY PUBLIC

Notarial Seal
Florence J. Barth, Notary Public
Derry Twp., Dauphin County
My Commission Expires April 22, 2000
Member, Pennsylvania Association of Notaries

TRADEMARK
REEL: 002185 FRAME: 0503

<u>Country Name</u>	<u>Trademark</u>	<u>Application Number</u>	<u>Filing Date</u>	<u>Registration Number</u>	<u>Registration Date</u>	<u>Client</u>	<u>Goods</u>
Canada	HEIDE and Design	165972	25-Mar-35	4915	25-Mar-35	HEIDE	candies of all kinds: candied nut products, namely, chocolate covered nuts, chocolate roasted almonds, chocolate, and icing.
Canada	JUBEFRUITS	670839	20-Nov-90	393630	31-Jan-92	HEIDE	Candies.
Canada	JUJYFRUITS	277826	16-Sep-63	139564	19-Mar-65	HEIDE	Candy.

HENRY HEIDE TRADEMARKS
(Assigned from Hershey Foods Corporation to Hershey Chocolate and Confectionery Corp.) on 1/1/2000

<u>Country Name</u>	<u>Trademark</u>	<u>Application Number</u>	<u>Filing Date</u>	<u>Registration Number</u>	<u>Registration Date</u>	<u>Client</u>	<u>Goods</u>
Japan	WUNDER BEANS and Design	7-29571	27-Mar-95	4043006	15-Aug-97	HEIDE	Candies and other confectionery; bread

HENRY HEIDE TRADEMARKS
 (Assigned from Hershey Foods Corporation to Hershey Chocolate and Confectionery Corp.) on 1/1/2000

Country Name	Trademark	Application Number	Filing Date	Registration Number	Registration Date	Client	Goods
Mexico	HEIDE and Design	233527	02-Jun-95	502455	30-Aug-95	HEIDE	Candy
Mexico	WUNDER BEANS and Design	233528	02-Jun-95	502456	30-Aug-95	HEIDE	Candy

<u>Country Name</u>	<u>Trademark</u>	<u>Application Number</u>	<u>Filing Date</u>	<u>Registration Number</u>	<u>Registration Date</u>	<u>Client</u>	<u>Goods</u>
United Kingdom	HEIDE and Design	647642	10-May-46	647642	10-May-46	HEIDE	Almond paste, kernel paste, marshmallow cake filler, macaroon paste, marzipan paste, cream fondant and marshmallow cream, all for use in the bakery trade; and non-medicated confectionery.
United Kingdom	HEIDE'S (Stylized)	716536	08-Apr-53	716536	08-Apr-53	HEIDE	Almond paste, kernel paste, marshmallow cake filler, macaroon paste, marzipan paste, cream fondant and marshmallow cream, all for use in the bakery trade; and non-medicated confectionery.
United Kingdom	JUJYFRUITS	794696	21-Aug-59	794696	21-Aug-59	HEIDE	Candy, being non-medicated confectionery in the shape of fruits and fruit flavored
United Kingdom	WUNDER BEANS and Design	1567381	31-Oct-94	1567381	02-Feb-96	HEIDE	Sugar confectionery, all in the form of beans.
United Kingdom	WUNDERBEANS	1494977	31-Jan-94	1494977	06-Jun-97	HEIDE	Sugar confectionery, all in the form of beans.

Country Name	Trademark	Application Number	Filing Date	Registration Number	Registration Date	Client	Goods
United States of America	BUTTER CREAMS & Design	71/007182	01-Jun-05	47305	31-Oct-05	HEIDE	Candy
United States of America	CLOVER	72/199707	11-Aug-84	787274	23-Mar-65	HEIDE	Candy
United States of America	COOL GRAPE	74/210722	08-Oct-91	1720539	29-Sep-92	HEIDE	Candy
United States of America	EASY ACES	73/520635	04-Feb-85	1388459	01-Apr-86	HEIDE	Candy
United States of America	GUMMIJUJYS	74/437747	20-Sep-93	1840760	21-Jun-94	HEIDE	Candy
United States of America	HAWAII HOTS	74/210721	08-Oct-91	1707065	11-Aug-92	HEIDE	Candy
United States of America	HEIDE and Design	71/312604	27-Mar-31	293766	03-May-32	HEIDE	Candies of all kinds, candied nut products; namely, chocolate covered nuts, chocolate roasted almonds, chocolate, and icing.
United States of America	HEIDE'S	71/225186	26-Dec-25	243976	03-Jul-28	HEIDE	Candies of all kinds
United States of America	HH and Design	71/016886	10-Feb-06	58790	25-Dec-06	HEIDE	All forms of candies.
United States of America	HUMMING BIRD EGGS	72/064920	24-Dec-58	689201	01-Dec-59	HEIDE	Candies of all kinds
United States of America	IN YOUR FACE	74/347221	11-Jan-93	2043943	11-Mar-97	HEIDE	Candy
United States of America	JUJYFRUITS	74/406461	24-Jun-93	1826529	15-Mar-94	HEIDE	Candy
United States of America	JUJYFRUITS (Stylized)	71/516075	21-Jan-47	435900	13-Jan-48	HEIDE	Candy
United States of America	JUJYFRUITS AND FRIENDS	74/060494	18-May-90	1679046	10-Mar-92	HEIDE	Candy
United States of America	MEXICAN HATS	72/143530	01-May-62	740732	13-Nov-62	HEIDE	Candy
United States of America	Miscellaneous Design (Bear)	73/472498	27-Mar-84	1316007	22-Jan-85	HEIDE	Candy
United States of America	MOVIE MAGIC	74/574509	16-Sep-94	2089762	23-Sep-97	HEIDE	Candy
United States of America	PRIVATE STOCK	73/356976	29-Mar-82	1240529	31-May-83	HEIDE	Candy
United States of America	RED HOT DOLLARS	71/217344	14-Jul-25	220367	09-Nov-26	HEIDE	Candies
United States of America	SCHOOL COLORS	74/395268	26-May-93	1943109	19-Dec-95	HEIDE	Candy
United States of America	SILLY SOURS	74/210710	08-Oct-91	1708503	18-Aug-92	HEIDE	Candy
United States of America	SOUR DEVILS	74/233255	20-Dec-91	1800208	19-Oct-93	HEIDE	Candy
United States of America	TEAM BEANS	74/316607	21-Sep-92	1774359	01-Jun-93	HEIDE	Candy
United States of America	THE BEST and Design	71/007181	01-Jun-05	52350	08-May-06	HEIDE	Candy
United States of America	WETEM & WEAREM	71/699560	07-Dec-55	635303	02-Oct-56	HEIDE	Candy
United States of America	WUNDER BEANS and Design	74/094366	05-Sep-90	1722228	06-Oct-92	HEIDE	Candy
United States of America	WUNDER BEANS HEIDE GOUR	74/643200	07-Mar-95	1956195	13-Feb-96	HEIDE	Candy
United States of America	WUNDERBALLS	74/469844	15-Dec-93	1859889	25-Oct-94	HEIDE	Filled chocolate balls in several different flavors.
United States of America	WUNDERBEANS	74/061258	21-May-90	1640701	09-Apr-91	HEIDE	Candy
United States of America	WUNDERLE	74/061260	21-May-90	1640702	09-Apr-91	HEIDE	Candy