

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
ASSIGNMENT

WHEREAS, HERSHEY CHOCOLATE & CONFECTIONERY CORPORATION, a Delaware corporation, having a place of business at 5060 Ward Road, Wheat Ridge, Colorado 80033 ("Assignor"), is the owner of a federal registration in the United States Patent and Trademark Office as follows (the "Mark"):

<u>MARK</u>	<u>REGISTRATION NO.</u>	<u>DATED</u>
BUTTER CREAMS and Design	47,305	October 31, 1905

AND, WHEREAS, ARCOR S.A.I.C., a corporation organized and existing under the laws of Argentina, having a place of business at Maipu 1210, Piso 2° y 3°, (1006) Buenos Aires, Argentina ("Assignee"), is desirous of acquiring the entire right, title and interest in and to the Mark, application and registration and any renewals that may be granted thereon, together with the goodwill of the business symbolized by the Mark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby sells, assigns and transfers unto Assignee its successors and assigns, the entire right, title and interest in and to the Mark, application and registration and any renewals that may be granted thereon, together with the goodwill of the business symbolized by the Mark.

HERSHEY CHOCOLATE & CONFECTIONERY CORPORATION

By: 

Name: Burton H. Snyder

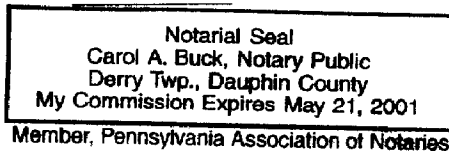
Title: Vice President and Assistant Secretary

Dated: 11/22/2000

Subscribed and sworn to before me on this 22nd day of November, 2000.

Carol A Buck
Notary Public

My Commission Expires: _____



NY 269694_3

TRADEMARK
REEL: 002243 FRAME: 0461

February 21, 2001

Via Express Mail
Commissioner of Patents
and Trademarks
Washington, DC 20231
Attn: Assignment Branch

Re: Recordal of Assignment
From: Hershey Chocolate & Confectionery Corporation
To: Arcor S.A.I.C.
Mark: BUTTER CREAMS and Design
Registration No.: 47,305
In the United States Patent and Trademark Office

Dear Sir:

Please proceed with recordal of the enclosed assignment from Hershey Chocolate Confectionery Corporation to Arcor S.A.I.C. against the above-referenced trademark registration.

For this purpose, we enclose an Assignment document; Recordation Form Cover Sheet; and, our check in the amount of \$40.00 to cover the required fee.

We look forward to receiving the notice of recordation in due course.

Very truly yours,


Perla M. Kuhn

PMK/esp 070104.2800

Enclosures

W6-529381_1

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