

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

To The Honorable Commissioner for Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): Name: <u>KRAFT FOODS, INC.</u> Address: <u>THREE LAKES DRIVE</u> City: <u>NORTHFIELD</u> State: <u>IL</u> Zip: <u>60093</u> Individual(s) Association General Partnership Limited Partnership <input checked="" type="checkbox"/> Corporation-State of: <u>DELAWARE</u> Other:	2. Name and address of receiving party(ies): Name: <u>KRAFT FOODS HOLDINGS, INC.</u> Address: <u>THREE LAKES DRIVE</u> City: <u>NORTHFIELD</u> State: <u>IL</u> Zip: <u>60093</u> Individual(s) Association General Partnership Limited Partnership <input checked="" type="checkbox"/> Corporation-State of: <u>DELAWARE</u> Other:
Additional name(s) of conveying party(ies) attached? Yes <input checked="" type="checkbox"/> No	If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes <input checked="" type="checkbox"/> No (Designations must be a separate document from Assignment) Additional names(s) & address(es) attached? Yes <input checked="" type="checkbox"/> No
3. Nature of Conveyance: <input checked="" type="checkbox"/> Assignment Merger Security Agreement Change of Name Other	Execution Date:
4. Application number(s) or registration number(s): A. Trademark Application No.(s) <u>75/636,125 THE ESSENCE OF COFFEE</u>	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: <u>JACQUELINE A. LEIMER</u> Company: <u>KRAFT FOODS</u> Street Address: <u>THREE LAKES DRIVE</u> City: <u>NORTHFIELD</u> State: <u>IL</u> Zip: <u>60093</u>	6. Total number of applications and registrations invoiced: 7. Total fee (37 CFR 3.41): \$ <u>40.00</u> \$40 for one mark; \$25 each additional Enclosed <input checked="" type="checkbox"/> Authorized to be charged to deposit account #11-1650 if any additional fees are required.
8. Deposit account number: <u>11-1650</u> (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 JACQUELINE A. LEIMER

Signature

Date: 6/15/01

Total number of pages comprising cover sheet:

Assignment of Trademark

WHEREAS, Kraft Foods North America, Inc., a Delaware corporation, formerly Kraft Foods, Inc., a Delaware corporation ("Assignor"), is the owner of the trademark listed on Schedule "A", attached hereto and incorporated herein by reference (the "Trademark"); and

WHEREAS, Kraft Foods Holdings, Inc. ("Assignee"), desires to acquire the entire right, title and interest in, to and under said Trademark, including the right to bring actions for infringement of the Trademark occurring prior to the date of this Assignment.

NOW THEREFORE, for good and other valuable and legally sufficient consideration, the receipt and legal sufficiency of which are hereby acknowledged by Assignor, Assignor does hereby sell, assign, transfer and set over to said Assignee all its right, title and interest in, to and under said Trademark, together with the goodwill of the business symbolized by the Trademark, together with all rights and privileges granted and secured thereby, including the right to sue and recover for any past infringement, said rights to be held and enjoyed by Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if this Assignment and sale had not been made.

All Trademarks, either present or future, which are unassignable by Assignor, whether at law or by contract or otherwise, or which if assigned would cause Assignor to be in breach of the terms of a contract, or would result in a taxable event if transferred, shall not be assigned, and are not assigned to Assignee by this instrument.

IN WITNESS WHEREOF, Assignor has executed this Assignment as of

June 11, , 2001.

KRAFT FOODS NORTH AMERICA, INC.

By: Deborah L. Galvin
Deborah L. Galvin

Its: Assistant Secretary

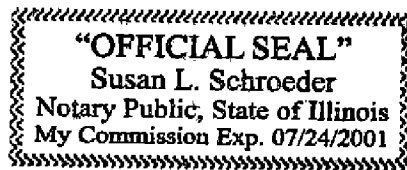
STATE OF ILLINOIS)
) ss
COUNTY OF COOK)

On this 11th day of June, 2001, before me, a Notary Public in and for the County and State aforesaid, appeared Deborah L. Galvin, to me personally known to be the same person who subscribed to the foregoing instrument, and acknowledged that execution of said document was a free and voluntary act for the uses and purposes therein expressed. WITNESS my hand and seal the day and year last above given.

Notary Public: Susan L. Schroeder

My Commission Expires: July 24, 01

Official Seal:



Schedule "A"

Trademark

THE ESSENCE OF COFFEE

Application Number

75/636,125

KRAFT FOODSThree Lakes Drive
Northfield, IL 60093-2753**Facsimile Cover Sheet****To: Patent & Trademark
Assignment System****Company: Patent & Trademark Office****Phone:****Fax: 703 306 5995****To:****Company:****Phone:****Fax:****To:****Company:****Phone:****Fax:****From: Jackie Leimer****Dept/Div: Law Department****Phone: 847-646-3277****Fax: 847-646-4431**

We are transmitting from an automatic telecopier. If you do not receive all of these pages, please telephone Susan Schroeder as quickly as possible at 847-646-4372 or contact sender at the phone number shown above or through the main switchboard at 847-646-2000. Thank you.

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Date: 6/15/2001**Pages incl. cover page: 6****Re: Trademark Assignment for -- THE ESSENCE OF COFFEE
75/636125****TRADEMARK
REEL: 002270 FRAME: 0698**

KRAFT FOODS

Three Lakes Drive
Northfield, IL 60093-2753

Facsimile Cover Sheet

**To: Patent & Trademark
Assignment System**

Company: Patent & Trademark Office

Phone:

Fax: 703 306 5995

To:

Company:

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Company:

Phone:

Fax:

From: Jackie Leimer

Dept/Div: Law Department

Phone: 847-646-3277

Fax: 847-646-4431

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