



**IDENTIFICATION OF APPLICATION(S) AND/OR TRADEMARK(S) FOR
ASSIGNMENT RECORDAL (37 CFR 3.21 and 37 CFR 3.31(a)(4))**

1 This Assignment is for the following trademark application: 3-6-02

Registration No.: 1,924,766, for the crayon design mark, registered on 3 October 1995.

**TOTAL NUMBER OF TRADEMARK REGISTRATIONS AND TOTAL FEE
(37 CFR §2.6(b)(6))**

2. A. The total number of trademark applications identified in this cover sheet is 1.

B. The total fee is (37 CFR §2.6(b)(6)):

1 x \$40.00 = \$40.00

C. Payment of fee is made by:

attached check for \$40.00. Check #. 1689

NAME AND ADDRESS OF PARTY CONVEYING INTEREST (37 CFR 3.31(a)(1))

3. The party(ies) conveying interest is (are):

Name 1: PHILADELPHIA CHEWING GUM CORPORATION
Eagle and Lawrence Roads
Havertown, Pennsylvania 19083-2189
A Pennsylvania Corporation

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NAME AND ADDRESS OF PARTY RECEIVING INTEREST (37 CFR 3.31(a)(2))

4. The rights are being conveyed to:

Name 1: LORENA MEXICAN PRODUCTS, INC.
16017 Kaplan Avenue
City of Industry, California 91744
A California Corporation

DESCRIPTION OF INTEREST CONVEYED OR TRANSACTION RECORDED (37 CFR 3.31(a)(3))

5. The accompanying document intends to accomplish:

an assignment

NAME AND ADDRESS OF PARTY TO WHOM CORRESPONDENCE SHOULD BE MAILED (37 CFR 3.31(a)(5))

6. Please address correspondence to:

Name: Matthew A. Becker, Esq.
Address: THE LAW OFFICE OF MATTHEW A. BECKER
A Professional Law Corporation
1003 Isabella Avenue
Coronado, CA 92118

Telephone No.: (619) 522-6760

DATE ASSIGNMENT EXECUTED (37 CFR 3.31(a)(7))

7. The attached Assignment was executed on February 19th, 2002.

LANGUAGE OF ASSIGNMENT TO BE RECORDED

8. The attached document:

is in the English language

ORIGINAL DOCUMENT OR TRUE COPY SUBMITTED


9. Submitted herewith is:

a true and correct copy of the document

STATEMENT (37 CFR 3.31(a)(9)) AND SIGNATURE (37 CFR 3.31(a)(10))

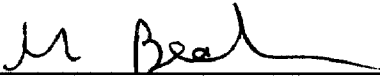
10. To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Date: 2/27/02



Matthew A. Becker, Esq.

Respectfully submitted,



Matthew A. Becker
Attorney for Applicant
California State Bar No. 190,748

THE LAW OFFICE OF MATTHEW A. BECKER
A Professional Law Corporation
1003 Isabella Avenue
Coronado, CA 92118
Telephone: (619) 522-6760

TOTAL NUMBER OF PAGES BEING SUBMITTED

11. The total number of pages being submitted, including cover sheet attachment(s), and documents are: 8.

Additionally, a of the letter requesting recordation is enclosed for charging purposes.

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TRADEMARK ASSIGNMENT

Philadelphia Chewing Gum Corporation, a Pennsylvania Corporation, having its principal place of business at Eagle and Lawrence Roads, Havertown, Pennsylvania 19083- 2189, has adopted used a crayon desing mark with candy, and is the owner of record of United States trademark Registration No. 1,924,766, registered on 3 October 1995, for use with candy in international class 30; and

Lorena Mexican Products, Inc., a California Corporation, having its principal place of business at 16017 Kaplan Avenue City of Industry, California 91744, is desirous of acquiring such mark and the resgistration thereof.

NOW, THEREFORE, in consideration of the sum of One Dollar and other good and valuable consideration, the receipt of which is hereby acknowledged, Philadelphia Chewing Gum Corporation hereby assigns to Lorena Mexican Products, Inc., all right, title and interest in and to, together with the goodwill of the business symbolized by the mark and the above identified trademark Registration No. 1,924,766.

Signed at HAVERTOWN PA, USA, this 19TH day of FEBRUARY, 2002

Philadelphia Chewing Gum Corporation

By Richard L. Fenimore
(signature)

Print Name: RICHARD L. FENIMORE
Print Title: VICE PRESIDENT

Date: FEBRUARY 19, 2002

Lorena Mexican Products, Inc.

By Jorge M. Coronado Galvan
(signature)

Print Name: Jorge M. Coronado Galvan
Print Title: Chief Financial Officer

Date: February 15, 2002

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**Fee Box Assignments
Commissioner of Patents and Trademarks
Washington, D.C. 20231**

Recordation of Assignment

Sir:

Enclosed for recordal is an assignment of one trademark registration to Lorena Mexican Products, Inc., whose address of assignee is 16017 Kaplan Avenue City of Industry, California 91744.

The recordal fee prescribed by 37 C.F.R. § 2.6(b)(6) is submitted herewith. A duplicate of this letter is enclosed for charging purposes.

Respectfully submitted,



Matthew A. Becker
Attorney for Applicant
California State Bar No. 190,748

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