

03-20-2002

Form PTO-1594

(Rev. 03/01)

OMB No. 0651-0027 (exp. 5/31/2002)

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U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

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

1. Name of conveying party(ies): 2-28-02

Hershey Chocolate & Confectionery Corporation

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

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

3. Nature of conveyance:

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

Execution Date: _____

2. Name and address of receiving party(ies)

Name: Pharmacia & Upjohn Company

Internal

Address: Pharmacia Corporation

Street Address: 100 Route 206 North

City: Peapack State: NJ Zip: 07977

- 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) & address(es) attached? Yes No

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

A. Trademark Application No.(s) 78-027851

B. Trademark Registration No.(s)

Additional number(s) attached Yes No

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

Name: Cynthia B. Summerfield

Internal Address: Pharmacia Corporation

Street Address: 100 Route 206 North

City: Peapack State: NJ Zip: 07977

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

500400

(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.

Cynthia B. Summerfield

Name of Person Signing

Cynthia B. Summerfield

Signature

February 26, 2002

Date

Total number of pages including cover sheet, attachments, and document: 3

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

03/19/2002 GTOM11 00000194 500400 78027851
01 FR:481 40.00 CH

TRADEMARK
REEL: 002464 FRAME: 0310

TRADEMARK ASSIGNMENT

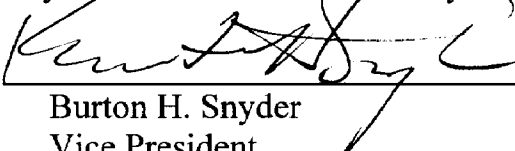
WHEREAS, Hershey Chocolate & Confectionery Corporation, a Delaware corporation, with its principal office at 5060 Ward Road, Wheat Ridge, Colorado 80033 ("Assignor") owns the trademark EVERY FLAVOR FEELS GOOD for use in connection with cough suppressant tablets and throat lozenges; and

WHEREAS, Assignor filed an application to register the trademark EVERY FLAVOR FEELS GOOD on the Principal Register of the United States Patent and Trademark Office based on Assignor's *bona fide* intent to use the mark in commerce in connection with the above-described goods, Application Serial No. 78/027851 filed on September 27, 2000; and

WHEREAS, Pharmacia & Upjohn Company, a Delaware corporation, with its principal place of business at 100 Route 206 North, Peapack, New Jersey 07977 ("Assignee"), desires to acquire the business of Assignor in connection with which Assignor has a *bona fide* intent to use the trademark EVERY FLAVOR FEELS GOOD and Application Serial No. 78/027851 therefor;

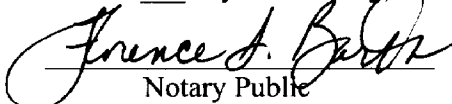
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the trademark EVERY FLAVOR FEELS GOOD and Application Serial No. 78/027851 therefor, together with that portion of Assignor's business in connection with which it has a *bona fide* intent to use the mark.

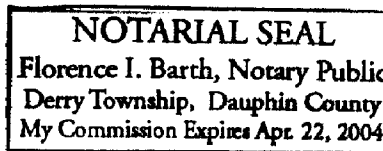
Hershey Chocolate & Confectionery Corporation

By: 
Burton H. Snyder
Vice President

Dated effective as of: September 5, 2001

SUBSCRIBED and SWORN to before me this 22nd day of February, 2002.


Notary Public



My Commission Expires: 4-22-04