

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):

Hershey Chocolate & Confectionery Corporation

2-28-02

- 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

OFFICE OF PUBLIC RECORDS
2002 FEB 28 AM 9:28
FINANCE SECTION

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s) 150455, 154616, 786897, 1599161, and 1811404.

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: _____

5

7. Total fee (37 CFR 3.41).....\$ 200.00

- 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 27, 2002

Date

4

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

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

03/19/2002 6TOM11 00000195 500400 150455
01 FC:481 40.00 CH
02 FC:482 100.00 CH

TRADEMARK
REEL: 002464 FRAME: 0323

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE REGISTRAR OF TRADEMARKS

ASSIGNMENT

WHEREAS the Assignor HERSHEY CHOCOLATE & CONFECTIONERY CORPORATION, a Delaware corporation, located at 5060 Ward Road, Wheat Ridge, Colorado, United States of America ("Assignor"), is the owner of the trademark(s) which is duly registered for in the U.S. Patent and Trademark Office the particulars of which are as follows:

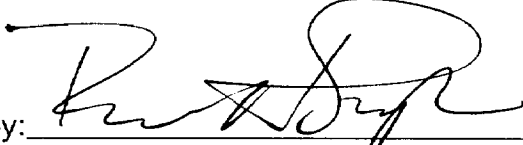
SEE ATTACHED SCHEDULE

WHEREAS the Assignee PHARMACIA & UPJOHN COMPANY, a Delaware corporation, located 100 Route 206 North, Peapack, New Jersey, United States of America ("Assignee"), is desirous of acquiring said marks.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest to the trademark including the goodwill, together with all claims for damages by reason of the Trademarks and the right to sue for and collect the same for its own use and benefit.

Executed this 22nd day of February, 2002 .

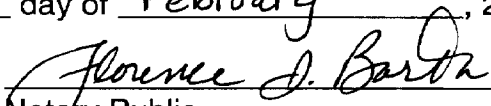
HERSHEY CHOCOLATE &
CONFECTIONERY CORPORATION

By: 
Title Burton H. Snyder
 Vice President

UNITED STATES OF AMERICA)
STATE OF Pennsylvania) SS:
COUNTY OF Dauphin)

The undersigned hereby certifies that the above signer personally appeared before me, acknowledging signature of this Assignment with the authorization of, and on behalf of, HERSHEY CHOCOLATE & CONFECTIONERY CORPORATION.

Certified by my signature this 22nd day of February, 2002.


Notary Public

NOTARIAL SEAL
Florence I. Barth, Notary Public
Derry Township, Dauphin County
My Commission Expires Apr. 22, 2004

TRADEMARKS BEING ASSIGNED FROM
HERSHEY CHOCOLATE & CONFECTIONERY CORPORATION
TO PHARMACIA & UPJOHN COMPANY
IN THE UNITED STATES

<u>TRADEMARK</u>	<u>REG. NO.</u>
LU DEN'S (and Design)	150455
LU DEN'S (and Design)	154616
L LU DEN'S (Stylized)	786897
LU DEN'S	1599161
LU DEN'S GREAT TASTING WILD CHERRY THROAT DROPS (and Design)	1811404