

07-01-2002

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):

**Kraft Foods Holdings, Inc.**

- ☐ 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: 5/28/02

2. Name and address of receiving party(ies)

Name: **SCG Promotion Media Ltd.**

Internal

Address: \_\_\_\_\_

Street Address: **124 East 40th Street**City: **New York** State: **NY** Zip: **10016**

- ☐ Individual(s) citizenship \_\_\_\_\_  
☐ Association \_\_\_\_\_  
☐ General Partnership \_\_\_\_\_  
☒ Limited Partnership \_\_\_\_\_  
☐ Corporation-State \_\_\_\_\_  
☐ 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)

B. Trademark Registration No.(s)

2,183,709Additional number(s) attached ☐ Yes ☒ No

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

Name: **Jeffrey M. Kaden, Esq.**Internal Address: **Gottlieb, Rackman &****Reisman, P.C.**Street Address: **270 Madison Avenue, 8th Fl.**City: **New York** State: **NY** Zip: **10016**6. Total number of applications and registrations involved: 17. Total fee (37 CFR 3.41).....\$ **40.00**

- ☒ Enclosed  
☐ Authorized to be charged to deposit account

8. Deposit account number:

(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.

**Jeffrey M. Kaden**

Name of Person Signing

Signature

Date

Total number of pages including cover sheet, attachments, and document: 7

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

**TRADEMARK**  
**REEL: 002535 FRAME: 0489**

## TRADEMARK ASSIGNMENT

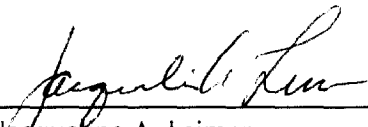
**WHEREAS**, Kraft Foods Holdings, Inc., a corporation of Delaware, having an office and principal place of business at Three Lakes Drive, Northfield, Illinois 60093, has adopted, and used the following trademark which is registered in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
GREAT AMERICAN BREAKFAST	2,183,709	8/25/1998

**WHEREAS**, SCG Promotion Media Ltd., a corporation of New York, having an office and principal place of business at 124 East 40<sup>th</sup> Street, New York, New York 10016, is desirous of acquiring said trademark and the registration thereof;

**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, Kraft Foods Holdings, Inc. does hereby assign unto SCG Promotion Media Ltd., all right, title and interest in and to the said trademark, and the above identified registration thereof.

KRAFT FOODS HOLDINGS, INC.

By:   
Jacqueline A. Leimer  
Assistant Secretary

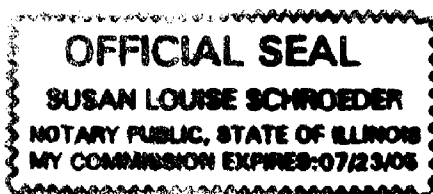
Date: 5/28/02



STATE OF ILLINOIS )  
 ) SS  
COUNTY OF COOK )

On this 16th day of May, 2002, before me appeared **Jacqueline A. Leimer**, the person who signed this instrument, who acknowledged that she signed it as a free act on behalf of Kraft Foods Holdings, Inc.

Susan Louise Schroeder  
Notary Public



July 23, 2005  
My Commission Expires:

ASSIGNME.DOC