

Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002)

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

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

Tab settings

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

1. Name of conveying party(ies): Cerreta Candy Company, 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: 10/04/2002

2. Name and address of receiving party(ies)

Name: Hershey Chocolate & Confectionery Corporation

Street Address: 5060 Ward Road

City: Wheat Ridge State: CO Zip: 80033

- 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

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

A. Trademark Application No.(s) 75/865845 75/865846 76/419719

B. Trademark Registration No.(s) 1177511 1199747 1121505

Additional number(s) attached Yes No

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

Name: Martha Cecil-Few, Esq.

Internal Address: Hershey Chocolate & Confectionery Corporation

Street Address: 5060 Ward Road

City: Wheat Ridge State: CO Zip: 80033

6. Total number of applications and registrations involved: 6

7. Total fee (37 CFR 3.41) \$ 165.00

- Enclosed, Authorized to be charged to deposit account

8. Deposit account number:

50-2387

DO NOT USE THIS SPACE

9. Signature.

James T. Walsh

Name of Person Signing

Signature

October 14, 2002

Date

Total number of pages including cover sheet, attachments, and document: 4

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

EXHIBIT A

ASSIGNMENT

WHEREAS, Cerreta Candy Company, Inc., an Arizona corporation located at 5345 W. Glendale Avenue, Glendale, AZ 85301 ("Assignor"), was the owner of the trademarks listed in Schedule A; and

WHEREAS, Hershey Chocolate & Confectionery Corporation, a Delaware corporation located at 5060 Ward Road, Wheat Ridge CO 80033 ("Assignee") was desirous of acquiring all of Assignor's worldwide rights in and to the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor has irrevocably assigned to the Assignee all of its worldwide right, title and interest in and to the Marks, together with the goodwill of the business symbolized thereby, and for the purposes of any application under §1(b) of the Trademark Act, Assignor and Assignee represent that Assignee is a successor to the business of the applicant or the portion of the business to which the marks pertain.

Cerreta Candy Company, Inc.

James J. Cerreta
Signature

JAMES J. CERRETA
Name (print)

PRES.
Title

10-4-02
Date

SCHEDULE A

Trademark Registration No.

1177511 – A KISS ESPECIALLY FOR YOU
1199747 – A BIG KISS OFF
1121505 - LOTS OF KISSES FOR YOU

Trademark Serial No.

75/865845 – SEALED WITH A KISS
75/865846 – A KISS WITH LOVE
76/419719 – W/XOXO