

10-17-2002

FORM PTO-1594  
1-31-92

ET

U.S. DEPT. OF COMMERCE  
PATENT AND TRADEMARK OFFICE

To the Honorable Commissioner of

102252263

Please record the attached original documents or copy thereof.

## 1. Name of conveying party(ies):

**Hershey Chocolate & Confectionery Corporation**

- ☐ Individual(s) ☐ Association  
☐ General Partnership ☐ Limited Partnership  
☒ Corporation-State - Delaware  
☐ 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: **August 19, 2002**

## 2. Name and address of receiving party(ies):

Name: **Huhtamaki Finance B.V.**Internal Address: **Jupiterstraat 102**Street Address: **Pluspoint 2 Building, 2<sup>nd</sup> Floor**City: **2132 HE Hoofddorp** Country: **The Netherlands**

- ☐ Individual(s) citizenship \_\_\_\_\_  
☐ Association \_\_\_\_\_  
☐ General Partnership \_\_\_\_\_  
☐ Limited Partnership \_\_\_\_\_  
☒ Corporation-State **The Netherlands**  
☐ 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) and address(es) attached? ☐ Yes ☒ No

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

A. Trademark Application No.(s) **N/A**B. Trademark registration No.(s) **2293885**Additional numbers attached? ☐ Yes ☐ No

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

Name: **Martha L. Cecil-Few**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:

7. Total fee (37 CFR 3.41)..... \$ **40**

- ☐ Enclosed  
☒ Authorized to be charged to deposit account

## 8. Deposit account number:

**500934**

(Attach duplicate copy of this page if paying by deposit account)

10/16/2002 TDIAZ1 00000259 500934 2293885  
 01 FC:8521 40.00 CH

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.

**MARTHA L. CECIL-FEW**

Name of Person Signing

*Martha L. Cecil-Few*

Signature

**August 19, 2002**

Date

Total number of pages comprising cover sheet: \_\_\_\_\_

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
TRADEMARK EXAMINING DIVISION**

In re Trademark Registration of )  
Huhtamaki Finance B.V. )  
 )  
Mark: GOOD & PLENTY )  
Application/Registration No.: 2293885 )


Assistant Commissioner for Trademarks  
Box 5  
2900 Crystal Drive  
Arlington, VA 22202-3513

**POWER OF ATTORNEY and  
DESIGNATION OF DOMESTIC REPRESENTATIVE**

Registrant of the trademark GOOD & PLENTY (Registration No. 2293885),  
HUHTAMAKI FINANCE B.V., hereby appoints Martha L. Cecil-Few, member of the bars of the  
State of New Jersey and the Commonwealth of Pennsylvania, whose address through November  
15, 2002 is c/o Hershey Chocolate & Confectionery Corporation, 5060 Ward Road, Wheat Ridge,  
CO 80033, telephone number (303) 463-2460, and whose address after November 15, 2002 will  
be c/o Hershey Chocolate & Confectionery Corporation, 4860 Robb Street, Suite 204, Wheat  
Ridge, CO 80033, telephone number 303-463-6552, its attorney to transact all business in the  
Patent and Trademark Office in connection with the GOOD & PLENTY mark (Reg. No.  
2293885), to receive any Registration or Renewal Certificates, and to make on its behalf all other  
filings necessary to maintain the trademark registration.

Registrant of the trademark GOOD & PLENTY (Registration No. 2293885) also appoints  
Martha L. Cecil-Few, having the addresses described in the preceding paragraph, the Registrant's  
representative upon whom notice or process in proceedings affecting the mark may be served.

**HUHTAMAKI FINANCE B.V.**

By:   
Timo Salonen, Director

Date: September 9, 2002

By:   
Juha Salonen, Director

Date: September 9, 2002

## ASSIGNMENT

**WHEREAS**, HERSHEY CHOCOLATE & CONFECTIONERY CORPORATION, a corporation organized and existing under the laws of the State of Delaware, with an address at 5060 Ward Road, Wheat Ridge, CO 80033, is the owner of the trademarks listed on Schedule A attached hereto, including all rights in the trade dress and packaging relating thereto (collectively, the "Intellectual Property"); and

**WHEREAS**, HUHTAMAKI FINANCE B.V., a corporation organized and existing under the laws of the Netherlands, with an address at Jupiterstraat 102, Pluspoint 2 Building, 2<sup>nd</sup> Floor, 2132 HE Hoofddorp, The Netherlands, is desirous of acquiring said marks.

**NOW, THEREFORE**, for good and valuable consideration receipt of which is hereby acknowledged, said HERSHEY CHOCOLATE & CONFECTIONERY CORPORATION, does hereby assign unto the said HUHTAMAKI FINANCE B.V.:

1. All right, title and interest in and to the Intellectual Property together with any rights which HERSHEY CHOCOLATE & CONFECTIONERY CORPORATION, may have acquired with respect thereto pursuant to common law or any other law, regulation, or practice, together with the goodwill of the business symbolized thereby.

**IN WITNESS WHEREOF**, this Assignment is executed effective as of the 19<sup>th</sup> day of August, 2002.

HERSHEY CHOCOLATE &  
CONFECTIONERY CORPORATION

By: Martha L. Cecil-Few  
Martha L. Cecil-Few  
President

## SCHEDULE A

<u>Country</u>	<u>Trademark</u>	<u>Registration No.</u>
United States	GOOD & PLENTY	2293885