

11-07-2002

FORM PTO-1594  
1-31-92

10-18-02



EET

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

To the Honorable Commissioner:

102274529

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 29, 2002**

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

A. Trademark Application No.(s) **N/A**

## 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 ☒ NoB. Trademark registration No.(s) **1540718; 2174019;  
2413011; 2507465; 2221255; 2282095**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)..... \$ **165**

- ☐ Enclosed  
☒ Authorized to be charged to deposit account

## 8. Deposit account number:

**500934**

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

11/06/2002 DBYRNE 00000075 500934 1540718

01 FC:0521 40.00 CH  
02 FC:0522 125.00 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

Signature

**October 15, 2002**

Date

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

| <u>CountryName</u>       | <u>TrademarkName</u>       | <u>FileDate</u> | <u>AppNumber</u> | <u>RegNumber</u> | <u>NextRenewalDate</u> | <u>Class</u> | <u>Goods</u> |
|--------------------------|----------------------------|-----------------|------------------|------------------|------------------------|--------------|--------------|
| United States of America | JOLLY BEAN                 | 11-Feb-87       | 73/644152        | 1540718          | 23-May-09              | 30           | Bubble gum.  |
| United States of America | JOLLY BEANS                | 12-May-97       | 75/290106        | 2174019          | 14-Jul-08              | 30           | Candy.       |
| United States of America | JOLLY BOOK                 | 24-Dec-98       | 75/610493        | 2413011          | 12-Dec-10              | 30           | Candy.       |
| United States of America | JOLLY CHEWS                | 13-Oct-98       | 75/569820        | 2507465          | 13-Nov-11              | 30           | Candy.       |
| United States of America | JOLLY JELLIES              | 12-Jun-97       | 75/307941        | 2221255          | 2-Feb-09               | 30           | Candy.       |
| United States of America | TIS THE SEASON TO BE JOLLY | 12-Nov-97       | 75/388680        | 2282095          | 28-Sep-09              | 30           | Candy.       |

## 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 U.S.A. ("Hershey"), 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 ("Huhtamaki"), is desirous of acquiring said marks and licensing those trademarks back to Hershey.

**NOW, THEREFORE**, for good and valuable consideration receipt of which is hereby acknowledged, Hershey hereby assigns to Huhtamaki:

1. All right, title and interest in and to the Intellectual Property together with any rights which Hershey 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 29<sup>th</sup> day of August, 2002.

HERSHEY CHOCOLATE &  
CONFECTIONERY CORPORATION

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