



To the Honorable Commissione

102320527

Attached original documents or copy thereof.

1. Name of conveying party(ies):

Great Brands of Europe, Inc.

11-29-02

- Individual(s)
- General Partnership
- Corporation – New York
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: 08/29/2002

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

Generale Biscuit
4-6, rue Edouard Vaillant
91200 Athis Mons
France

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation –
- Other – France Societe Anonyme

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)

76/263,568

B. Trademark registration No.(s)

Additional numbers attached? Yes No

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

Perla M. Kuhn, Esq.
Hughes Hubbard & Reed LLP
One Battery Park Plaza
New York, New York 10004-1482
(212) 837-6550
kuhn@hugheshubbard.com

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41):.....\$40.00

- Enclosed
 - Authorized to be charged to deposit account
8. Deposit Account No.: 08-3264

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.

Name of Person Signing

Natasha N. Reed

11/2/02
Date

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

Mail documents to be recorded with required cover sheet information to:

U.S. Patent and Trademark Office, Office of Public Records

Crystal Gateway 4, Room 335, Arlington, VA 22202

CERTIFICATE OF MAILING

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I hereby certify that this correspondence is being sent to the U.S. Patent and Trademark Office, Office of Public Records, Crystal Gateway 4, Room 335, Arlington, VA 22202, at 703 308-7124 by Express Mail Service on 11/26/2002 (Date of Deposit).

Elaine S. Parker
Name

Signature

November 26, 2002
Date of Signature

12/23/2002 BTOM11 00000186 76263568

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Generale Biscuit
Serial No. : 76/263,568
Dated : May 29, 2001
Trademark : WHEN COFFEE WANTS A HUG, IT REACHES FOR LU LE
PETIT ECOLIER

POWER OF ATTORNEY


SIR:

In the matter of the above-identified Application, Applicant hereby appoints PERLA M. KUHN, RONALD ABRAMSON, JAMES B. KOBAK, JR., JULIUS RABINOWITZ, EDWIN C. BULLOCK, PETER A. SULLIVAN, and NATASHA N. REED of the law offices of HUGHES HUBBARD & REED LLP, One Battery Park Plaza, New York, NY 10004-1482, its attorneys with full power of substitution and revocation and to transact all business in the Patent Office in connection therewith.

APPOINTMENT OF DOMESTIC REPRESENTATIVE

HUGHES HUBBARD & REED LLP, whose postal address is One Battery Park Plaza, New York, New York 10004-1482, United States of America, is hereby designated Registrant's representative upon whom notices of process in proceedings affecting the mark may be served.

GENERALE BISCUIT

By: 
Name: Benoit BARNE
Title: Proxy Holder

Dated: 10-31-2002

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**ASSIGNMENT OF APPLICATION
BASED ON INTENT TO USE**

WHEREAS, Great Brands of Europe, Inc., a New York corporation, with a place of business at 208 Harbor Drive, Stamford, Connecticut 06902 ("Assignor"), has a bona fide intent to use the mark WHEN COFFEE WANTS A HUG, IT REACHES FOR LU LE PETIT ECOLIER ("the Mark"), in connection with goods in International Class 30;

WHEREAS, Assignor has applied to register the Mark on the Principal Register of the United States Patent and Trademark Office based on Assignors' bona fide intent to use the Mark in commerce in connection with the above-described goods as follows:

<u>APPLICATION SERIAL NO.</u>	<u>FILING DATE</u>	<u>MARK</u>
76/263,568	May 29, 2001	WHEN COFFEE WANTS A HUG, IT REACHES FOR LU LE PETIT ECOLIER

WHEREAS, Generale Biscuit, a France Societe Anonyme, with a principal place of business at 4-6, rue Edouard Vaillant, 91200 Athis Mons, France ("Assignee"), desires to acquire the business of Assignor in connection with which Assignor has a bona fide intent to use the Mark and the above-described application;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers the Mark and the above-referenced Application therefor, together with that portion of Assignor's business in connection with which it has a bona fide intent to use the Mark, and all of Assignor's rights therein, to Assignee.

GREAT BRANDS OF EUROPE, INC.

By: Marlene B. Bartolo
Name: MARLENE B. BARTOLO
Title: Asst Secretary

Dated Sept 29, 2002