

09-02-2003

FORM PTO-1594  
1-91-92



SHEET  
Y

SECTION ON  
AND FORM 1594

To the Honorable Commiss.

102531503

The attached original document

by the agent.

1. Name of conveying party(ies):

**Nabisco Brands Company**

1-16-01

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-State - **New Jersey**
- 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: December 15, 2000

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

Name: Hershey Chocolate & Confectionery Corporation

Internal Address: c/o Intellectual Property Department

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

(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) **See Schedule B attached.**

B. Trademark registration No. (s) **See Schedule A attached.**

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)..... \$ 1,480

- Enclosed
- Authorized to be charged to deposit account - Please charge any additional fees to the Deposit Account No. indicated below.

8. Deposit account number:

500934

Fee ok

(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.

**MARTHA L. CECIL-FEW**

January 16, 2001

Name of Person Signing

Signature

Date

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

OMB No. 0651-0011 (exp. 4/94)

02/09/2001 GTON11 00000272 500934 7225242

01 FC:481 40.00 CH

02 FC:482 1450.00 CH

TRADEMARK  
REEL: 002707 FRAME: 0918

## Schedule A

Trademark Registrations and Applications Assigned from Nabisco Brands Company to Hershey Chocolate  
Confectionery Corporation

<u>Trademark</u>	<u>Application Number</u>	<u>Registration Number</u>
CARE*FREE and Design	72/252242	836400
BUBBLE YUM	73/001601	1001109
FRUIT STRIPE ASSORTED GUM and Design	73/044458	1029501
MISCELLANEOUS DESIGN (Zebra and Device)	73/054602	1031639
BUBBLE YUM (Stylized Letters)	73/074096	1050872
FRUIT STRIPE and Design	73/203057	1158270
FRUIT STRIPE	73/238813	1184034
BUBBLE YUM and Design	73/328905	1224450
SUPER YUM BUBBLE YUM NO-STICK BUBBLES and Design	73/328903	1239640
SUPER YUM (Stylized Letters)	73/328904	1239641
CARE FREE	73/802317	1579293
LUSCIOUS LIME	73/784661	1638545
KEEPS IT POPPIN'	74/189518	1697867
YIPES	74/224492	1758561
MISCELLANEOUS DESIGN (Zebra)	74/391697	1840725
MISCELLANEOUS DESIGN (Fruit Stripe Gum)	74/425288	1843096
STICK FREE	74/385147	1860492

## SCHEDULE B

Trademark Registrations and Applications Assigned from Nabisco Brands Company to Hershey Chocolate Confectionery Corporation

<b>Trademark</b>	<b>Application Number</b>	<b>Registration Number</b>
TFC	75/356753 ✓	""
A GUM UNLIKE ANY OTHER GUM	75/422595 ✓	""
FLOYD D. DUCK	75/831580 ✓	""
MISCELLANEOUS DESIGN (Duck)	75/855991 ✓	""
MISCELLANEOUS DESIGN (Duck)	75/855992 ✓	""
ICE BREAKERS	75/878883 ✓	""
SHINES YOUR SMILE	75/900457 ✓	""
MISCELLANEOUS DESIGN (ICE BREAKERS Container Design)	75/920229 ✓	""
COOL CITRUS	78/007608 ✓	""
CAREFREE KOOLERZ	78/024877 ✓	""
CITRUS SPLASH	78/024878 ✓	""
MINT SPLASH	78/024879 ✓	""
BERRY SPLASH	78/024880 ✓	""
CAREFREE KOOLERZ and Design	78/024888 ✓	""
BUBBLE YUM MUTANTS	78/030383 ✓	""

Trademark Registrations and Applications Assigned from Nabisco Brands Company to Hershey Chocolate Confectionery Corporation

<b>Trademark</b>	<b>Application Number</b>	<b>Registration Number</b>	
STICK*FREE (Stylized)	74/385146	1860491	✓
CYCLONE FRUITS	74/402977	1870724	✓
MEGA 10 PAK BUBBLE YUM	74/522243	1905803	✓
ALPINE MINT CARE FREE	74/524192	1910313	✓
MISCELLANEOUS DESIGN (Zebra Device w/Bubble)	74/412822	1955528	✓
JUNGLE FRUIT	74/556903	1991876	✓
TROPICAL CRAZE	74/560514	1991897	✓
ICE BREAKERS	74/561306	1998666	✓
MEGA 10 PAK	75/018133	2025334	✓
WITH INTENSE FLAVOR FOR THE ULTIMATE FRESH BREATH	74/560517	2027520	✓
ICE BREAKERS	74/686044	2044845	✓
PEACH SMASH	74/560515	2048110	✓
TMC	74/608677	2048155	✓
FOR THE ULITMATE BREATH!	75/089564	2066846	✓
ICE BREAKERS (Stylized)	75/016487	2109647	✓
BALLISTIC BERRY	75/083875	2134943	✓
YELLIN' MELONS	75/083876	2134944	✓

Trademark Registrations and Applications Assigned from Nabisco Brands Company to Hershey Chocolate Confectionery Corporation

<b>Trademark</b>	<b>Application Number</b>	<b>Registration Number</b>	
INTENSE FLAVOR FOR ULTIMATE FRESH BREATH	75/147912	2135048	^
"THE ONLY GUM WITH YUM!"	75/171594	2143532	^
CAREFREE	75/214877	2148374	^
CAREFREE and Design	75/229254	2148377	^
BUBBLE YUM	75/108657	2168152	^
FLORASON	75/230131	2198986	^ ^
INTENSE FLAVOR FOR ULTIMATE MOUTH FRESHENING	75/404074	2256101	^
FOR GREAT TASTE PLUS A SHINY SMILE, CHEW CARE*FREE	75/310647	2267624	^
FRUIT STRIPE PHOTO SAFARI	75/746423	2338757	^
COOL BLASTS	75/570728	2358636	^
BLOW YOUR OWN BUBBLE	75/439094	2366824	^



01-19-2001

U.S. Patent & TMO/c/TM Mail Rpt/Dt. #26

**OMNIBUS TRADEMARK ASSIGNM**

**THIS ASSIGNMENT** effective as of December 15, 2000 between Nabisco Brands Company, a Delaware corporation, Nabisco, Inc., a New Jersey corporation (together, "Assignor"), and Hershey Chocolate & Confectionery Corporation, a Delaware corporation ("Assignee"). Capitalized terms used herein but not otherwise defined shall have the meanings ascribed to such terms in the Asset and Stock Sale Agreement, among Nabisco, Inc., Kraft Foods, Inc. (solely with respect to Sections 2.1, 2.3, 3.1, 8.2 and 8.7 and Article 10), Hershey Foods Corporation and Assignee, dated as of November 5, 2000, as amended.

**NOW THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, transfers and conveys to Assignee all its right, title, and interest in and to the Trademarks and the applications and registrations thereof listed on the attached schedule, together with the accompanying goodwill associated therewith and any related rights based on use including the right to sue for past, present and future infringement.

ASSIGNOR: NABISCO BRANDS COMPANY NABISCO, INC.

By: Kathleen J. Gallagher By: \_\_\_\_\_

Name: Kathleen J. Gallagher  
Title: President

Name: James E. Healey  
Title: Executive Vice President  
and Chief Financial Officer

ASSIGNEE: HERSHEY CHOCOLATE & CONFECTIONERY CORPORATION

By: \_\_\_\_\_

Name:  
Title:

**OMNIBUS TRADEMARK ASSIGNMENT**

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**ASSIGNOR: NABISCO BRANDS COMPANY NABISCO, INC.**

By: \_\_\_\_\_

Name: Kathleen J. Gallagher  
Title: President

By: *James E. Healey*

Name: James E. Healey  
Title: Executive Vice President  
and Chief Financial Officer

**ASSIGNEE: HERSHEY CHOCOLATE & CONFECTIONERY CORPORATION**

By: \_\_\_\_\_

Name:  
Title:

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**ASSIGNOR:** NABISCO BRANDS COMPANY NABISCO, INC.

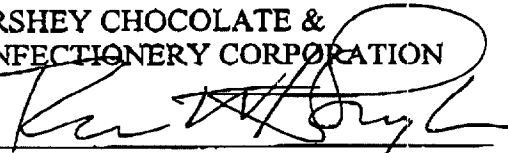
By: \_\_\_\_\_

Name: Kathleen J. Gallagher  
Title: President

By: \_\_\_\_\_

Name: James E. Healey  
Title: Executive Vice President  
and Chief Financial Officer

**ASSIGNEE:** HERSHEY CHOCOLATE & CONFECTIONERY CORPORATION

By: 

Name: Burton H. Snyder  
Title: Vice President



## TRADEMARK REGISTRATIONS / APPLICATIONS

COUNTRY	TRADEMARK	APP. NO.	APP. DATE	REG. NO.	REG. DATE	CLASS	STATUS	GOODS
United States of America	ICE BREAKERS	75/878883	22-Dec-99			30	Published	Mints
United States of America	ICE BREAKERS	74/561306	15-Aug-94	1998666	03-Sep-96	30	Registered	Chewing gum
United States of America	ICE BREAKERS (Stylized)	74/686044	08-Jun-95	2044845	11-Mar-97	30	Registered	Chewing gum
United States of America	ICE BREAKERS Container Design	75/920229	04-Feb-00			30	Pending	Mints
United States of America	ICE BREAKERS (Black and White)	75/016487	07-Nov-95	2109647	28-Oct-97	30	Registered	Chewing gum

TRADEMARK REGISTRATIONS / APPLICATIONS

Country Name	Trademark	Application Number	Filing Date	Registration Number	Registration Date	Next Renewal Date	Status	Class	Goods
China	ICE BREAKERS	970024998	24-Mar-97	1179036	28-May-98	27-May-2008	Registered	30	Chewing gum
European Community	ICE BREAKERS (word)	657304	20-Oct-97	657304	20-Oct-97	20-Oct-2007	Registered	30	Chewing gum
Hong Kong	ICE BREAKERS	0195295	14-Feb-97	0317498	14-Feb-97	14-Feb-2004	Registered	30	chewing gum
Japan	ICE BREAKERS	1216987	06-Feb-97	4194629	02-Oct-98	02-Oct-2006	Registered	30	Confectionery including chewing gum
Korea (South)	ICE BREAKERS	55107197	06-Feb-97	407043	30-Jun-98	30-Jun-2006	Registered	3	Chewing gum
Mexico	ICE BREAKERS	323554	24-Feb-98				Pending	30	Chewing gum
New Zealand	ICE BREAKERS	272356	04-Feb-97	272356	04-Feb-97	04-Feb-2004	Registered	30	Chewing gum
Philippines	ICE BREAKERS	118351	27-Feb-97				Pending	30	Chewing gum
South Africa	ICE BREAKERS	9814355	13-Aug-98				Pending	30	Chewing gum
Taiwan	ICE BREAKERS	8909879	03-Feb-97	766098	16-Nov-97	15-Nov-2007	Registered	30	Chewing gum
Thailand	ICE BREAKERS	328333	18-Feb-97	KOR105085	10-Jan-00	18-Feb-2007	Registered	30	Chewing gum
Vietnam	ICE BREAKERS	32789	17-Feb-97	27371	17-Feb-97	17-Sep-2006	Registered	30	Chewing gum

TRADEMARK REGISTRATIONS / APPLICATIONS

COUNTRY	TRADEMARK	APP. NO.	APP. DATE	REG. NO.	REG. DATE	CLASS	STATUS
Puerto Rico	BUBBLE YUM			21451	21-Apr-78	46	Registered
Puerto Rico	BUBBLE YUM Label			22846	14-Apr-80	46	Registered
United States of America	BUBBLE YUM	75109657	23-May-96	2169152	23-Jun-98	30	Registered
United States of America	BUBBLE YUM	73001601	21-Sep-73	1001109	07-Jan-75	30	Registered
United States of America	BUBBLE YUM (Stylized)	73328905	21-Sep-81	1224450	18-Jan-83	30	Registered
United States of America	BUBBLE YUM (Stylized)	73074096	12-Jan-76	1050872	19-Oct-76	30	Registered
United States of America	BUBBLE YUM MUTANTS	76030383	12-Oct-00		30		Pending
United States of America	MEGA 10 PAK BUBBLE YUM	74522243	05-May-94	1905803	18-Jul-95	30	Registered

COUNTRY	TRADEMARK	APP. NO.	APP. DATE	REG. NO.	REG. DATE	CLASS	STATUS
Puerto Rico	CARE FREE (Asterisk in Middle)			17784	28-Aug-72	30	Registered
United States of America	ALPINE MINT CARE FREE	74524192	12-May-94	1910313	08-Aug-95	30	Registered
United States of America	CARE FREE	73802317	25-May-89	1579293	23-Jan-90	30	Registered
United States of America	CARE FREE	7252242	12-Aug-96	0836400	03-Oct-97	30	Registered
United States of America	CAREFREE	75214877	17-Dec-96	2146374	31-Mar-98	30	Registered
United States of America	CAREFREE KOOLERZ	78024877	07-Sep-00		30		Pending
United States of America	CAREFREE KOOLERZ and Design	78024888	07-Sep-00		30		Pending
United States of America	CAREFREE with Star Design	75229254	22-Jan-97	2148377	31-Mar-98	30	Registered

COUNTRY	TRADEMARK	APP. NO.	APP. DATE	REG. NO.	REG. DATE	CLASS	STATUS
Puerto Rico	FRUIT STRIPE			22807	17-Mar-80	46	Registered
United States of America	FRUIT STRIPE	73238813	13-Nov-79	1184034	29-Dec-81	30	Registered
United States of America	FRUIT STRIPE (Assorted Gum)	73044458	18-Feb-75	1029501	06-Jan-76	30	Registered
United States of America	FRUIT STRIPE (Zebra with Bubble)	73203057	07-Feb-79	1158270	23-Jun-81	30	Registered
United States of America	FRUIT STRIPE Design	74425288	16-Aug-93	1843096	05-Jul-94	30	Registered
United States of America	FRUIT STRIPE PHOTO SAFARI	75746423	07-Jul-99	2338757	04-Apr-00	41	Registered
United States of America	FRUIT STRIPE (Zebra Device)	74391697	17-May-93	1840725	21-Jun-94	30	Registered
United States of America	FRUIT STRIPE (Zebra and Device)	73054602	09-Jun-75	1031639	27-Jan-76	30	Registered
United States of America	FRUIT STRIPE (Zebra Device w/Bubble) (Stylized)	741412822	15-Jul-93	1955528	13-Feb-96	30	Registered

COUNTRY	TRADEMARK	APP. NO.	APP. DATE	REG. NO.	REG. DATE
United States of America	STICK FREE	74385147	29-Apr-93	1860492	25-Oct-94
United States of America	STICK FREE (Stylized)	74385146	29-Apr-93	1860491	25-Oct-94

## UNITED STATES REGISTRATIONS/APPLICATIONS

ICE BREAKERS BRAND

<u>TRADEMARK</u>	<u>REG./APPLN. NO.</u>	<u>REG./FILING DATE</u>
A GUM UNLIKE ANY OTHER GUM	75/422595 (App.)	January 23, 1998
COOL CITRUS	78/007608 (App.)	May 10, 2000
FOR THE ULTIMATE FRESH BREATH!	2066846	June 3, 1997
INTENSE FLAVOR FOR THE ULTIMATE FRESH BREATH	2135048	February 3, 1998
INTENSE FLAVOR FOR THE ULTIMATE MOUTH FRESHENING	2256101	June 22, 1999
WITH INTENSE FLAVOR FOR THE ULTIMATE FRESH BREATH	2027520	December 13, 1996
TFC	75/356753 (App.)	September 15, 1997
TMC	2048155	March 25, 1997

## UNITED STATES REGISTRATIONS/APPLICATIONS

CARE\*FREE BRAND

<u>TRADEMARK</u>	<u>REG./APPLN. NO.</u>	<u>REG./FILING DATE</u>
CITRUS SPLASH	78/024878 (App.)	September 7, 2000
FLORASON	2198986	October 20, 1998
FOR GREAT TASTE PLUS A SHINY SMILE, CHEW CARE*FREE	2267624	August 3, 1999
MINT SPLASH	78/024879 (App.)	September 7, 2000
BERRY SPLASH	78/024880 (App.)	September 7, 2000
SHINES YOUR SMILE	75/900457 (App.)	January 19, 2000

TRADEMARK

REEL: 002707 FRAME: 0930

## UNITED STATES REGISTRATIONS/APPLICATIONS

FRUIT STRIPE BRAND

<u>TRADEMARK</u>	<u>REG./APPLN. NO.</u>	<u>REG./FILING DATE</u>
PEACH SMASH	2048110	March 25, 1997
TROPICAL CRAZE	1991897	August 6, 1996
YIPES	1758561	March 16, 1993

COOL BLASTS

<u>TRADEMARK</u>	<u>REG./APPLN. NO.</u>	<u>REG./FILING DATE</u>
COOL BLASTS	2358636	October 15, 1998

## UNITED STATES REGISTRATIONS/APPLICATIONS

BUBBLE YUM BRAND

<u>TRADEMARK</u>	<u>REG./APPLN. NO.</u>	<u>REG./FILING DATE</u>
CYCLONE FRUITS	1870724	December 27, 1994
DESIGN OF DUCK HEAD	75/855991 (App.)	November 22, 1999
DESIGN OF DUCK HEAD WITH BURST	75/855992 (App.)	November 22, 1999
FLOYD D. DUCK	75/831580 (App.)	October 25, 1999
JUNGLE FRUIT	1991876	August 6, 1996
KEEPS IT POPPIN'!	1697867	June 30, 1992
LUSCIOUS LIME	1638545	March 19, 1991
MEGA 10 PAK	2025334	December 24, 1996
THE ONLY GUM WITH YUM!	2143532	March 10, 1998
BALLISTIC BERRY	2134943	February 2, 1998
BLOW YOUR OWN BUBBLE	2366824	July 11, 2000
SUPER YUM (STYLIZED)	1239641	May 24, 1983
SUPER YUM LABEL	1239640	May 24, 1983
YELLIN' MELONS	2134944	February 3, 1998