

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

| | | | |
|---|--|-----------------------|------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Rodston, Limited | | 12/01/2003 | CORPORATION: HONG KONG |
| RECEIVING PARTY DATA | | | |
| Name: | Mars, Incorporated | | |
| Street Address: | 6885 Elm Street | | |
| City: | McLean | | |
| State/Country: | VIRGINIA | | |
| Postal Code: | 22101 | | |
| Entity Type: | CORPORATION: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2482566 | PEDIGREE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (212)218-2200 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 212-218-2100 | | |
| Email: | tkelly@fchs.com | | |
| Correspondent Name: | Fitzpatrick, Cella, Harper & Scinto | | |
| Address Line 1: | 30 Rockefeller Plaza | | |
| Address Line 4: | New York, NEW YORK 10112 | | |
| ATTORNEY DOCKET NUMBER: | 00945.002300. | | |
| NAME OF SUBMITTER: | Timothy J. Kelly | | |
| Total Attachments: 1 source=PEDIGREE Deed of Assignment#page1.tif | | | |

CH \$40.00 2482566

ASSIGNMENT OF TRADEMARK

WHEREAS, **RODSTON LIMITED** (Assignor), a corporation organized under the laws of Hong Kong, having its principal offices at 29 Queen's Road, 501 China Building, Central, Hong Kong has adopted, used, is using and is the owner of the following mark now registered in the United States Patent and Trademark Office:

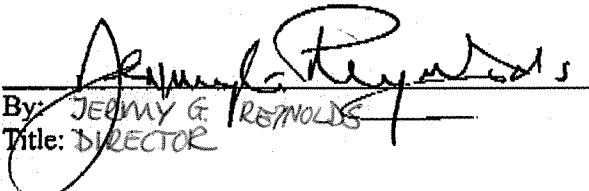
| <u>Mark</u> | <u>Reg. No./Serial No.</u> | <u>Date of Registration/ Filing</u> |
|-------------|----------------------------|-------------------------------------|
| PEDIGREE | 2,482,566 | August 28, 2001 |

WHEREAS, **MARS, INCORPORATED** (Assignee), a Delaware corporation, having its principal place of business at 6885 Elm Street, McLean, VA 22101 is desirous of acquiring said mark;

Now, therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, and its successors in interest, all right, title and interest in and to said mark, together with the goodwill of the business symbolized by said mark and registration thereof, and including all common-law and other rights in said mark, all claims, demands and causes for action, both at law and in equity, that Assignor may have, or may hereinafter acquire, on account of any infringement of said mark prior to the date hereof, and does hereby empower Assignee, and its successors in interest, to sue for and collect the same, to its and their own and absolute use.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of Assignor, does hereby execute this assignment to take effect on the 1ST day of DECEMBER, 2003.

RODSTON LIMITED


By: JEREMY G. REYNOLDS
Title: DIRECTOR