

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Hershey Chocolate & Confectionery Corporation		11/09/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Hershey Foods Corporation
Street Address:	100 Crystal A Drive
Internal Address:	Law Department
City:	Hershey
State/Country:	PENNSYLVANIA
Postal Code:	17033
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	78416750	HERSHEY'S SMART ZONE

CORRESPONDENCE DATA

Fax Number: (303)467-7997  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 3034636552  
 Email: msaraduke@hersheys.com  
 Correspondent Name: Martha L. Saraduke  
 Address Line 1: Hershey Chocolate & Confectionery Corp.  
 Address Line 2: 4860 Robb Street, Suite 204  
 Address Line 4: Wheat Ridge, COLORADO 80033

NAME OF SUBMITTER:	Hershey Chocolate & Confectionery Corp.
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Total Attachments: 2  
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**ASSIGNMENT**

**WHEREAS**, HERSHEY CHOCOLATE & CONFECTIONERY CORPORATION, a corporation organized and existing under the laws of the State of Delaware, with an address at 4860 Robb Street, Suite 204, Wheat Ridge, CO 80033 U.S.A., owns rights in the trademarks and various applications and registrations therefore listed on Schedule "A" including rights in the goodwill, and trade dress and packaging relating thereto (collectively, the "Intellectual Property"); and

**WHEREAS**, HERSHEY FOODS CORPORATION, a corporation organized and existing under the laws of the State of Delaware, located at 100 Crystal A Drive, Hershey, PA 17033, U.S.A., is desirous of acquiring the Intellectual Property.

**NOW, THEREFORE**, for good and valuable consideration receipt of which is hereby acknowledged, and intending to be legally bound hereby, the parties agree as follows:

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

**IN WITNESS WHEREOF**, this Assignment is executed as of the 9<sup>th</sup> day of November, 2004.

HERSHEY CHOCOLATE &  
CONFECTIONERY CORPORATION

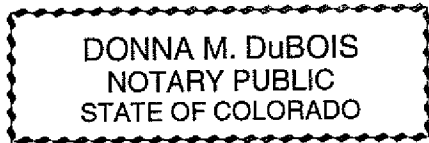
By: Martha L. Saraduke  
Martha L. Saraduke  
President

STATE OF COLORADO )  
                                  )     ss.  
COUNTY OF JEFFERSON)

On this 9<sup>th</sup> day of November, 2004, before me personally appeared Martha L. Saraduke, who, being by me duly sworn, did depose and say that she is the President of Hershey Chocolate & Confectionery Corporation (the "Corporation") and that she has signed the foregoing letter with the authority of the Board of Directors of the Corporation for the purposes therein contained.

Donna M. DuBois  
Notary Public  
Wheat Ridge, CO 80033

My commission expires: \_\_\_\_\_



SCHEDULE "A"

Trademark

App/Reg. No.

HERSHEY'S SMART ZONE and Design

78/416750