

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	10/28/2004

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Wyeth		07/06/2005	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Helms Candy Company, Inc.
Street Address:	3001 Lee Highway
City:	Bristol
State/Country:	VIRGINIA
Postal Code:	24202
Entity Type:	CORPORATION: VIRGINIA

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Registration Number:	2293559	GET BETTER BEAR
Registration Number:	2431189	GET BETTER BEAR
Registration Number:	2643152	

CORRESPONDENCE DATA

Fax Number: (404)685-1269
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 404-815-3765
 Email: mbedsole@sgrlaw.com
 Correspondent Name: Robert J. Veal
 Address Line 1: 1230 Peachtree Street, N.E.
 Address Line 2: Suite 3100, Promeande II
 Address Line 4: Atlanta, GEORGIA 30309

NAME OF SUBMITTER:	Robert J. Veal
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OP \$90.00 2293559

Signature:

/Robert J. Veal/

Date:

07/28/2005

Total Attachments: 2

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ASSIGNMENT OF U. S. TRADEMARKS AND REGISTRATIONS

WHEREAS, Wyeth, a Delaware corporation, desires to sell, transfer and assign the marks which are set forth on Schedule A to this Assignment and which are the subject of the corresponding U.S. federal registrations set forth on Schedule A to this Assignment; and WHEREAS, Helms Candy Company, Inc., a Virginia corporation, with a principle place of business at 3001 Lee Highway, Bristol, Virginia 24202, is desirous of acquiring said marks and their federal registrations;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Wyeth does hereby assign unto Helms Candy Company, Inc. all right, title and interest in and to the marks which are set forth on Schedule A to this Assignment and their federal registrations, together with the good will of the business symbolized by said marks, effective as of October 28, 2004.

Date: July 6, 2005

Wyeth

BY: Bret Parker

Name: Bret I. Parker

Title: Assistant Secretary

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Schedule A

MARK	U.S. FEDERAL REGISTRATION NO.	REGISTRATION DATE
GET BETTER BEAR	2293559	11/16/1999
GET BETTER BEAR	2431189	02/27/2001
Design Mark (Bear)	2643152	10/29/2002

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