

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
Lorena Mexican Products, Inc.		10/04/2005	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA	
Name:	The Hershey Company
Street Address:	100 Crystal A Drive
City:	Hershey
State/Country:	PENNSYLVANIA
Postal Code:	17033
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 22

Property Type	Number	Word Mark
Registration Number:	2329072	PELON PELO RICO
Registration Number:	2311929	GRUPO LORENA
Registration Number:	2591306	ALIEN EX-TREME
Registration Number:	2607868	COLOR BRUSH
Registration Number:	2701158	FOOT LOOSE
Registration Number:	2755230	
Registration Number:	1924766	
Registration Number:	2695377	PELONAZO
Registration Number:	2527994	PINE MAX
Registration Number:	2555826	SKATER POP
Registration Number:	2681553	SOURMAX
Registration Number:	2646586	SURF R POP
Registration Number:	2825739	TONGUE ROLLER
Registration Number:	2720621	TUBE A GOO

OP \$565.00 2329072

Registration Number:	2530272	WATER MAX
Serial Number:	78473561	ROLLIPS
Serial Number:	78444087	MUCHO FUN
Serial Number:	78415863	PELON ROLLER
Serial Number:	78415889	PELON BOMBUK
Serial Number:	78415877	PELON 2
Serial Number:	78415869	PELON BITES
Serial Number:	78415849	VAQUETONAS

CORRESPONDENCE DATA

Fax Number: (312)338-1500
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: (312) 338-1000
Email: tmlaw@dineff.com
Correspondent Name: Dineff Trademark Law Limited
Address Line 1: 160 North Wacker Drive
Address Line 4: Chicago, ILLINOIS 60606

NAME OF SUBMITTER:	Laurel V. Dineff
Signature:	/laurelvdineff/
Date:	11/02/2005

Total Attachments: 2
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ASSIGNMENT

THIS AGREEMENT, effective as of October 4, 2005, by and between **Lorena Mexican Products, Inc.** a California corporation, with its principal place of business located at 16017 Kaplan Avenue, City of Industry, California 91744 (hereinafter referred to as "Assignor"), and **The Hershey Company**, a Delaware corporation, with its principal place of business located at 100 Crystal A Drive, Hershey, Pennsylvania 17033 (hereinafter referred to as "Assignee").

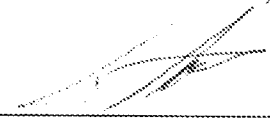
WHEREAS, Assignor is the proprietor of the trademarks, service marks, logos and other commercial symbols and the registrations and applications thereof, including marks which are in use but are not the subject of any pending application or registration, as listed in the Schedule hereto (hereinafter referred to as "Marks").

WHEREAS, Assignor has agreed to assign the Marks to Assignee and Assignee hereby accepts the assignment.

NOW THEREFORE, in consideration of Ten Dollars (US \$10.00) and other valuable consideration, Assignor hereby assigns to Assignee, its successors and assigns, its entire right, title and interest in the Marks, including the right to sue in respect of all infringements of the Marks which may have occurred before the effective date of this Agreement and the right to all remedies including damages or an account of the profits and conversion damages in respect of such infringements, together with the goodwill of the business concerned in the goods and services for which the Marks are or will be registered.

IN WITNESS HEREOF, the said Assignor has executed this assignment, and by the hand of its duly authorized officer, signed on October 4, 2005.

Lorena Mexican Products, Inc.

By: 

Name: Fernando Topete Dávila

Title: President

IN WITNESS HEREOF, the said Assignee has executed this assignment, and by the hand of its duly authorized officer, signed on October 4, 2005.

The Hershey Company

By: 

Name: Steven J. Holsinger

Title: Assistant Secretary

THE SCHEDULE

Registrations

PELON PELO RICO & Design	#2329072
GROUPO LORENA	#2311929
ALIEN EX-TREME	#2591306
COLOR BRUSH	#2607868
FOOT LOOSE	#2701158
PRODUCT DESIGN	#2755230
CRAYON POP DESIGN	#1924766
PELONAZO	#2695377
PINE MAX	#2527994
SKATER POP	#2555826
SOURMAX	#2681553
SURF R POP	#2646586
TONGUE ROLLER	#2825739
TUBE A GOO	#2720621
WATER MAX	#2530272

Applications

ROLLIPS	#78/473561
MUCHO FUN	#78/444087
PELON ROLLER	#78/415863
PELON BOMBU-K & DESIGN	#78/415889
PELON 2	#78/415877
PELON BITES	#78/415869
VAGUETONAS	#78/415849