

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	11/04/2005

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
King Maker Marketing, Inc.		11/04/2005	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	I.T.C. Limited
Street Address:	37 J.L. Nehru Road
City:	Kolkata
State/Country:	INDIA
Postal Code:	70071
Entity Type:	CORPORATION: INDIA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	78440854	FULL MINTY

CORRESPONDENCE DATA

Fax Number: (212)575-0671
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212-790-9200
 Email: trademark@cll.com
 Correspondent Name: Albert Robin
 Address Line 1: 1133 Avenue of the Americas
 Address Line 4: New York, NEW YORK 10036-6799

ATTORNEY DOCKET NUMBER: 25925029;ALR;NMP

DOMESTIC REPRESENTATIVE

Name: Albert Robin
 Address Line 1: 1133 Avenue of the Americas

OP \$40.00 78440854

Address Line 4: New York, NEW YORK 10036-6799

NAME OF SUBMITTER:

Albert Robin

Signature:

/Albert Robin/

Date:

11/04/2005

Total Attachments: 1
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UNITED STATES

TRADE MARK ASSIGNMENT

THIS ASSIGNMENT is made this 4th day of November, 2005, by and between King Maker Marketing, Inc., a New York corporation, with offices at Suite 305, 12 Route 17 North, Paramus, New Jersey 07652, and I.T.C. Limited, a corporation of India, with offices at 37 J.L. Nehru Road, Kolkata, India 70071 ("Assignee").

WHEREAS, Assignor is the owner of the application to register the trademark FULL MINTY for candy, Application Serial No. 78/440854, filed June 24, 2004 (the "Trademark"); and

WHEREAS, Assignee wishes to acquire from Assignor all of its right, title and interest in and to the Trademark and that part of the goodwill of the business connected with the use of and symbolized by the mark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor hereby assigns, transfers, and conveys unto said Assignee, all of its right, title and interest in and to the Trademark, together with that part of the goodwill of the business connected with the use of and symbolized by the mark, and the application for registration thereof.

The Commissioner of Patents and Trademarks is requested to issue the Certificate of Registration to the Assignee.

KING MAKER MARKETING, INC..

By VR Bhavani
Name: BHAVANI PARAMESWAR
Title: VP & CEO

25925/034/717906.1

RECORDED: 11/04/2005

TRADEMARK
REEL: 003188 FRAME: 0016