

# 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:	01/17/2006		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Kraft Foods Global, Inc.		01/17/2006	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
Name:	Wm. Wrigley Jr. Company		
Street Address:	410 North Michigan Avenue		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60611		
Entity Type:	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 30</b>			
Property Type	Number	Word Mark	
Registration Number:	2121143	APPLE OS	
Registration Number:	2480967	BRITE OCTOPUS	
Registration Number:	1788939	BRITE CRAWLERS	
Registration Number:	2308556	BRITE CRAWLER EGGS	
Serial Number:	78443263	CHERRY BOMBERS	
Registration Number:	2078223	GUMMI BEANS	
Registration Number:	1360890	GUMMI-SQUIGGLES	
Registration Number:	2589960	MELON-O'S	
Registration Number:	2066778	MELON PATCH	
Registration Number:	2568488	PEACHIE-O'S	
Serial Number:	78404719	ROAD KILL	
Registration Number:	2890071	STINGIN' RED ANTS	
Serial Number:	78323855	STRAWBERRY PUFFS	

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**TRADEMARK**  
**REEL: 003238 FRAME: 0382**

Registration Number:	2319793	TOO FUN FOR SOME
Registration Number:	2157627	TROPICO'S
Registration Number:	1285440	TROLLI
Registration Number:	2140788	TROLLI CATERPILLARS
Registration Number:	2140980	TROLLI GUMMI BEANS
Registration Number:	2451120	TROLLI MINI BURGER
Registration Number:	2146247	TROLLI SQUIGGLES
Serial Number:	78434713	TROLLI TROLL
Registration Number:	2497227	TROLLI-O'S
Registration Number:	2140787	TROLLI OCTOPUS
Registration Number:	2119874	
Registration Number:	2645766	
Registration Number:	2525231	
Registration Number:	2601297	
Registration Number:	2598171	
Registration Number:	2601296	
Registration Number:	2598169	

#### CORRESPONDENCE DATA

Fax Number: (312)645-3503  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: (312) 644-2121  
 Email: jennifer.powe@wrigley.com  
 Correspondent Name: Jennifer Powe  
 Address Line 1: 410 North Michigan Avenue  
 Address Line 4: Chicago, ILLINOIS 60611

ATTORNEY DOCKET NUMBER:	TROLLI ASSIGNMENT
NAME OF SUBMITTER:	Jennifer Powe
Signature:	/jennifer powe/
Date:	02/01/2006

Total Attachments: 3  
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## ASSIGNMENT OF TRADEMARKS AND SERVICEMARKS

This Assignment of Trademarks and Servicemarks ("Assignment") is made as of January 17, 2006, by Kraft Foods Global, Inc., a Delaware corporation, all subsidiaries and affiliates, which include without limitation Kraft Foods Holdings, Inc., and Kraft Canada, Inc. ("Assignor"), to Wm. Wrigley Jr. Company, a Delaware corporation ("Assignee").

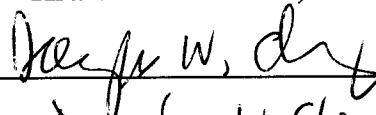
Assignor desires to transfer and assign to Assignee, and Assignee desires to accept the transfer and assignment of, all of Assignor's worldwide right, title and interest in, to and under Assignor's name Assignor's registered and unregistered domestic and foreign trademarks, trade names and servicemarks, all associated registrations and applications therefore and any renewals and extensions thereof, transferred pursuant to a certain Asset Purchase Agreement dated November 14, 2004, entered into between the parties ("Agreement"), including those set forth in Exhibit A, (all of the foregoing being referred to herein as the "Marks").

Assignor, for and in acknowledgement of receipt of the consideration set forth in the Agreement, hereby transfers and assigns to Assignee, and Assignee hereby accepts the transfer and assignment of, all of Assignor's worldwide right, title and interest in, to and under the Marks, together with the goodwill of the business associated therewith and which is symbolized thereby, and all causes of action, all income, royalties and other payments, rights of recovery and claims for damages and other relief referring or pertaining to the Marks, including claims for past and future infringement, that may hereafter be secured under the laws now or hereafter in effect in all countries around the world, the same to be held and enjoyed by Assignee, its successors and assigns as fully and entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.

Assignor hereby agrees to cooperate with Assignee, and to execute all papers and documents and to perform such acts as Assignee may deem reasonably necessary to secure for Assignee, its successors or assigns, the rights assigned herein.

Assignor has executed and delivered this Assignment as of the date set forth above.

**Kraft Foods Global, Inc.**

By:   
Name: Douglas W. Cherry  
Title: Assistant Secretary

## EXHIBIT A

Country	TM	Class	App. No.	App. Date	Reg. No.	Reg. Date	Status
USA	APPLE Os	30	75145915	08/06/1996	2121143	12/16/1997	Registered
USA	BRITE OCTOPUS	30	78003968	04/13/2000	2480967	08/21/2001	Registered
USA	BRITE CRAWLERS	30	74284841	06/12/1992	1788939	08/17/1993	Registered
USA	BRITE CRAWLER EGGS	30	75463932	04/07/1998	2308556	01/18/2000	Registered
USA	CHERRY BOMBERS	30	78443263	06/29/2004			Pending
USA	GUMMI BEANS	30	75145753	08/06/1996	2078223	07/08/1997	Registered
USA	GUMMI SQUIGGLES	30	73492478	07/30/1984	1360890	09/17/1985	Registered
USA	MELON-O'S	30	78035010	11/13/2000	2589960	07/02/2002	Registered
USA	MELON PATCH	30	75081186	03/29/1996	2066778	06/03/1997	Registered
USA	PEACHIE-Os	30	78023504	08/29/2000	2568488	05/07/2002	Registered
USA	ROAD KILL	30	78404719	04/20/2004			Pending
USA	STINGIN' RED ANTS	30	78113981	03/11/2002	2890071	09/28/2004	Registered
USA	STRAWBERRY PUFFS	30	78323855	01/06/2003			Pending
USA	TOO FUN FOR SOME	30	75428519	02/04/1998	2319793	02/15/2000	Registered
USA	TROPICO'S	30	75175851	10/02/1996	2157627	05/12/1998	Registered
USA	TROLLI	30	73387672	09/22/1982	1285440	07/10/1984	Registered
USA	TROLLI CATERPILLARS	30	75251397	03/04/1997	2140788	03/03/1998	Registered
USA	TROLLI GUMMI BEANS	30	75264822	03/27/1997	2140980	03/03/1998	Registered
USA	TROLLI MINI BURGER	30	78015101	06/30/2000	2451120	05/15/2001	Registered
USA	TROLLI SQUIGGLES	30	75251323	03/04/1997	2146247	03/24/1998	Registered
USA	TROLLI TROLL	30	78434713	06/14/2004			Pending
USA	TROLLI-Os	30	78021185	08/14/2000	2497227	10/09/2001	Registered
USA	TROLLI OCTOPUS	30	75251395	03/04/1997	2140787	03/03/1998	Registered
USA	Bear Design	30	75217288	12/13/1996	2119874	12/09/1997	Registered
USA	Burger Character with Dotted Hat	30	78014055	06/22/2000	2645766	11/05/2002	Registered
USA	Burger Character with Striped Hat	30	78014053	06/22/2000	2525231	01/01/2002	Registered

## EXHIBIT A

Country	TM	Class	App. No.	App. Date	Reg. No.	Reg. Date	Status
USA	Colored Worms Device	30	78094567	01/21/2001	2601297	07/30/2002	Registered
USA	Mama and Baby Bear Device	30	78094557	01/21/2001	2598171	07/23/2002	Registered
USA	Octopus Device	30	78093452	11/15/2001	2601296	07/30/2002	Registered
USA	Strawberry Device	30	78094548	01/21/2001	2598169	07/23/2002	Registered
Canada	BRITE CRAWLERS	30	1126717	12/30/2001	TMA 585487	07/17/2003	Registered
Canada	TROLLI	30	491352	08/09/1982	TMA 280775	06/23/1983	Registered
Canada	RASP-O-LICIOUS PEACH				TMA 580278	04/30/2003	Registered