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Form PTO 1594 (Rev. 6-93) OMB No. 0651-0011 (exp. 4/94)

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U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE

To the Honorable Commissioner of Patents and Trademarks: Please send original documents or copy thereof.

1. Name of conveying party(ies):
Great Brands of Europe, Inc.

Individual(s) Association
 General Partnership Limited Partnership
 Corporation – New York
 Other

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other

Dated: November 29, 2005

2. Name and address of receiving party(ies):
Generale Biscuit
Batiment Saarinen
3 Rue Saarinen
94150 Rungis, FRANCE

Individual(s) citizenship
 Association
 General Partnership
 Limited Partnership
 Corporation
 Other – France Societe Anonyme

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from Assignment)

Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)
78/522,507

Additional numbers attached? Yes No

B. Trademark registration No.(s)

RECEIVED
PATENT SECTION
NOV 7 11 AM '05

5. Name and address of party to whom correspondence concerning document should be mailed:
Perla M. Kuhn, Esq.
Hughes Hubbard & Reed LLP
One Battery Park Plaza
New York, New York 10004-1482
(212) 837-6550
kuhn@hugheshubbard.com

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41): \$40.00

Enclosed
 Authorized to be charged to deposit account

8. Deposit Account No.: 08-3264

DO NOT USE THIS SPACE

9. Statement and signature.
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Name of Person Signing Perla M. Kuhn 12/6/2005
Perla M. Kuhn Date

Total number of pages including cover sheet, attachments, and document:

Mail documents to be recorded with required cover sheet information to: Mail Stop Assignment Recordation Services, Director of the United States Patent and Trademark Office, P.O. BOX 1450, Alexandria, VA 22313-1450

CERTIFICATE OF MAILING

Express Mail Certificate No.: EK839359122US

I hereby certify that this correspondence is being deposited with the United States Postal Service in an Express Mail envelope addressed to Mail Stop Assignment Recordation Services, Director of the United States Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450 on 12/6/2005 (Date of Deposit).

Elaine S. Parker
Name

Signature

December 6, 2005

Date of Signature

12/06/2005 DBYRNE 00000032 78522507

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
ASSIGNMENT OF APPLICATION
BASED ON INTENT TO USE

WHEREAS, Great Brands of Europe, Inc. ("Assignor"), a corporation of the State of New York, with a place of business at 208 Harbor Drive, Stamford, CT 06902, has a bona fide intent to use the mark CREME ROULEE (the "Mark"), in connection with goods in International Class 30;

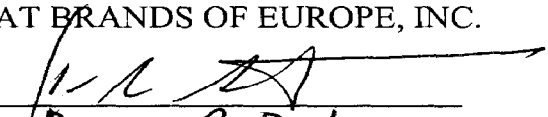
WHEREAS, Assignor has applied to register the Mark on the Principal Register of the United States Patent and Trademark Office based on Assignors' bona fide intent to use the Mark in commerce in connection with the above-described goods as follows:

<u>APPLICATION SERIAL NO.</u>	<u>FILING DATE</u>	<u>MARK</u>
78/522,507	November 24, 2004	CREME ROULEE

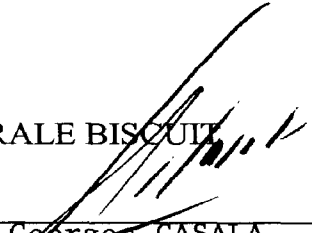
WHEREAS, Generale Biscuit, a France Societe Anonyme, with a principal place of business at Bâtiment Saarinen, 3 Rue Saarinen, 94150 Rungis, France ("Assignee"), desires to acquire the business of Assignor in connection with which Assignor has a bona fide intent to use the Mark and the above-described application;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers the Mark and the above-referenced Application there for, together with that portion of Assignor's business in connection with which it has a bona fide intent to use the Mark, and all of Assignor's rights therein, to Assignee.

GREAT BRANDS OF EUROPE, INC.

By: 
Name: Donna R. Besteiro
Title: VP Legal Affairs / General Counsel
Dated: 11/29/05

GENERALE BISCUIT

By: 
Name: Georges CASALA
Title: Managing Director
Dated: 14 November 2005