

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
Enrique Bernat F., S.A.		05/15/2006	Societe Anomina: SPAIN
RECEIVING PARTY DATA			
Name:	Tronus Consultadoria e Marketing Lda.		
Street Address:	Rua dos Murcas 88		
Internal Address:	3 andar freguesia da Se		
City:	Funchal (Madeira)		
State/Country:	PORTUGAL		
Postal Code:	9000-058		
Entity Type:	LTD LIAB JT ST CO: PORTUGAL		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	78296561	CHUPA CHUPS	
Serial Number:	78671593	BOMBA	
CORRESPONDENCE DATA			
Fax Number:	(312)698-2123		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-861-8019		
Email:	david.j.davis@bakernet.com		
Correspondent Name:	David J. Davis		
Address Line 1:	130 E. Randolph Drive		
Address Line 2:	Suite 3500		
Address Line 4:	Chicago, ILLINOIS 60601		
ATTORNEY DOCKET NUMBER:	22240360-1		
DOMESTIC REPRESENTATIVE			

CH \$65.00 78296561

Name: David J. Davis
Address Line 1: 130 E. Randolph Drive
Address Line 2: Suite 3500
Address Line 4: Chicago, ILLINOIS 60601

NAME OF SUBMITTER:	David J. Davis
Signature:	//David J. Davis//
Date:	06/27/2006

Total Attachments: 3
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UNITED STATES

DEED OF ASSIGNMENT

WHEREAS, Enrique Bernat F., S.A., located at WTC Almeda Park No. 2, Plaça de la Pau s/n, 08940-ORNELLA DE LLOBREGAT (Barcelona) SPAIN, has adopted, used and is using the trademarks shown on Schedule hereto (hereinafter called "the trademarks") and

WHEREAS Tronus Consultadoria e Marketing Lda., located at Rua dos Murças 88, 3 andar freguesia da Sé, 300-058 FUNCHAL (Madeira), Portugal, is desirous of acquiring the trademarks and all common law rights therein;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Enrique Bernat F., S.A. hereby assigns to Tronus Consultadoria e Marketing Lda. all right, title and interest in and to the trademarks including all common law rights therein together with the goodwill of the business symbolized by the trademarks.

DATED: 15th day of May, 2006

Enrique Bernat F., S.A.

Handwritten signature of Luis Maria Gutierrez de Quijano

Name: Luis Maria Gutierrez de Quijano
Title: Authorized Officer

On this day _____ day of _____, 2006 before me appeared _____, the person who signed this instrument, who acknowledged that he/she signed it as a free act on his/her own behalf (or on behalf of the identified company).

Notary Name:
Notary Public



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UNITED STATES

SCHEDULE

TRADEMARK

CHUPA CHUPS Logo
BOMBA

REG. NO.

78/296561
78/671593

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UNITED STATES

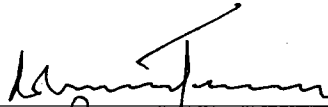
POWER OF ATTORNEY

Applicant hereby appoints Baker & McKenzie LLP, whose mailing address is One Prudential Plaza, Suite 3100, Chicago, Illinois 60601 as its attorney to prosecute this application to register, with full power of revocation and substitution to transact all business in the Patent and Trademark Office in connection therewith including the assignment of assets, and to receive the Certificate of Registration, all correspondence to be sent to their address below.

APPOINTMENT OF DOMESTIC REPRESENTATIVE

Applicant hereby appoints Baker & McKenzie LLP, whose mailing address is One Prudential Plaza, Suite 3100, Chicago, Illinois 60601 as its domestic representative on whom may be served notice or process in proceedings affecting the trademark registration, and the mark covered by such registration, pursuant to Rule 2.24 of the Trademark Rules of Practice of the Patent Office.

Tronus Consultadoria e Marketing Lda.


Name: Roberto José Thridjowald de Sousa
Title: Director

BAKER & MCKENZIE
One Prudential Plaza
Chicago, Illinois 60601