

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
M&M Limited		10/24/1952	CORPORATION: MARYLAND
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Hawley & Hoops, Inc.		
<b>Street Address:</b>	200 North 12th Street		
<b>City:</b>	Newark		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	07107		
<b>Entity Type:</b>	CORPORATION: NEW YORK		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	0396914	M&M'S	
<b>Registration Number:</b>	0418332	M	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)218-2200		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-218-2100		
<b>Email:</b>	agardiner@fchs.com		
<b>Correspondent Name:</b>	Aimee Nassau Gardiner		
<b>Address Line 1:</b>	Fitzpartick, Cella, Harper and Scinto		
<b>Address Line 2:</b>	30 Rockefeller Plaza		
<b>Address Line 4:</b>	New York, NEW YORK 10112		
<b>ATTORNEY DOCKET NUMBER:</b>	3380.2300		
<b>NAME OF SUBMITTER:</b>	Aimee Nassau Gardiner		
<b>Signature:</b>	/aimeenassaugardiner/		

CH \$65.00 0396914

Date:

07/26/2006

**Total Attachments: 8**

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ASSIGNMENT OF TRADE-MARKS

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Whereas, M & M Ltd. (hereinafter called the Assignor), a Maryland corporation having an office at 200 North 12th Street, Newark 7, New Jersey, is the owner of certain trade-marks which have been registered in the United States Patent Office and elsewhere as hereinafter more particularly set forth; and

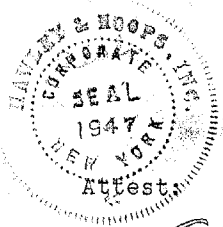
Whereas, by certificates of merger and consolidation executed of even date herewith, said Assignor M & M Ltd. is being merged with and into Hawley & Hoops, Inc. (hereinafter called the Assignee), a New York corporation which will hereafter have an office at 200 North 12th Street, Newark 7, New Jersey, and by virtue of such merger title to all the Assignor's property, assets, business, trade-marks, and good will is passing to and vesting in the Assignee;

Now, Therefore, as part and parcel of said merger and in confirmation and effectuation thereof, the Assignor does hereby assign, transfer, and set over unto said Assignee Hawley & Hoops, Inc. all the Assignor's trade-marks, brands, and labels, whether or not registered in the United States Patent Office or elsewhere, including (but not by way of limitation) the trade-marks and registrations thereof in the United States Patent Office set forth in the annexed Schedule A, the trade-marks and registrations thereof in the several States of the United States set forth in the annexed Schedule B, and the trade-marks and registrations thereof in foreign countries set forth in the annexed Schedule C, together with the good will of the business in connection with which each of the said marks has been

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used and with the right in each instance to sue for, recover, and have damages and profits for past infringement, if any.

In Witness Whereof, said Assignor has caused this instrument to be executed by its duly authorized corporate officers and its corporate seal to be hereunto affixed this 24th day of October, 1952.



M & M LTD.

By Thomas J. Reilly  
Vice-President

Charles F. White  
Secretary

STATE OF NEW JERSEY )  
                                  : SS.:  
COUNTY OF ESSEX )

On this 25th day of October, 1952, before me personally came Thomas J. Reilly, to me known, who being by me duly sworn did depose and say that he is the Vice-President of M & M LTD., the corporation described in and which executed the foregoing instrument; that he knows the seal of said corporation; that the seal affixed to said instrument is such corporate seal; that it was so affixed by order of the Board of Directors of said corporation; and that he signed his name thereto by like order.



Mary O'Hara  
Notary Public

NOTARY PUBLIC OF NEW JERSEY  
MY COMMISSION EXPIRES FEB. 26, 1958

SCHEDULE "A"

United States Registrations

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<u>MARK</u>	<u>NO.</u>	<u>DATE</u>
M & M's	396,914	Aug. 11, 1942
Um-m-m	401,503	May 25, 1943
Mmm	410,378	Nov. 21, 1944
M	418,332	Dec. 18, 1945

SCHEDULE "B"

State Registrations

<u>STATE</u>	<u>MARK</u>	<u>NO.</u>	<u>DATE</u>
Alabama	M & M's Um-m-m Mmm		July 28, 1944
Arizona	M & M's Um-m-m Mmm	3843 3842 3844	Aug. 4, 1944
Arkansas	M & M's Um-m-m Mmm	Vol. 7 t.m. p. 287 p. 289 p. 288	Aug. 4, 1944
California	M & M's Um-m-m Mmm	27187 27188 27189	Mar. 1, 1945
Colorado	M & M's Um-m-m Mmm		Aug. 3, 1944
Connecticut	M & M's Um-m-m Mmm	3799 3797 3798	Feb. 6, 1945

SCHEDULE "B" - Continued  
State Registrations

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<u>STATE</u>	<u>MARK</u>	<u>NO.</u>	<u>DATE</u>
Delaware	M & M's Um-m-m Mmm		July 28, 1944
Florida	M & M's Um-m-m Mmm		May 8, 1945
Georgia	M & M's Um-m-m Mmm		Aug. 14, 1944
Idaho	M & M's Um-m-m Mmm		Aug. 8, 1944
Illinois	M & M's Um-m-m Mmm	Record CC-Box 615 21633 p. 339 21631 p. 338 21632 p. 338	July 28, 1944
Indiana	M & M's Um-m-m Mmm	45 45 45	Aug. 15, 1944
Iowa	M & M's Um-m-m Mmm	6347 6348 6349	Aug. 19, 1944
Kansas	M & M's Um-m-m Mmm		Apr. 3, 1945
Kentucky	M & M's Um-m-m Mmm		Feb. 14, 1945
Louisiana	M & M's Um-m-m Mmm	Records of Trade- Marks, labels, etc. No. 10	July 29, 1944
Maine	M & M's Um-m-m Mmm		Mar. 5, 1945 July 28, 1944 July 28, 1944

SCHEDULE "B" - Continued  
State Registrations

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<u>STATE</u>	<u>MARK</u>	<u>NO.</u>	<u>DATE</u>
Maryland	M & M's Um-m-m Mmm		July 28, 1944
Massachusetts	M & M's Um-m-m Mmm	14535 14536 14537	Aug. 7, 1944
Michigan	M & M's Um-m-m Mmm		Aug. 10, 1944
Minnesota	M & M's Um-m-m Mmm		Aug. 7, 1944
Mississippi	M & M's Um-m-m Mmm		July 29, 1944
Missouri	M & M's Um-m-m Mmm		Aug. 12, 1944
Montana	M & M's Um-m-m Mmm		Aug. 10, 1944
Nebraska	M & M's Um-m-m Mmm		July 17, 1944
Nevada	M & M's Um-m-m Mmm		July 29, 1944
New Hampshire	M & M's Um-m-m Mmm	Vol. 21 p. 29 p. 30 p. 31	July 29, 1944
New Jersey	M & M's Um-m-m Mmm		July 31, 1944
New Mexico	M & M's Um-m-m Mmm	2277 2275 2276	Aug. 4, 1944

SCHEDULE "B" - Continued  
State Registrations

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<u>STATE</u>	<u>MARK</u>	<u>NO.</u>	<u>DATE</u>
New York	M & M's	140	Mar. 26, 1945
	Um-m-m	141	
	Mmm	142	
North Carolina	M & M's		July 31, 1944
	Um-m-m		
	Mmm		
North Dakota	M & M's	3705	Aug. 7, 1944
	Um-m-m	3707	
	Mmm	3706	
Ohio	M & M's		Mar. 26, 1945
	Um-m-m		
	Mmm		
Oklahoma	M & M's		Aug. 5, 1944
	Um-m-m		
	Mmm		
Oregon	M & M's	5506	Aug. 2, 1944
	Um-m-m	5507	
	Mmm	5508	
Pennsylvania	M & M's	CBM Roll 44-3	Aug. 28, 1944
	Um-m-m	Film 1186	
	Mmm	Film 1188	
		Film 1190	
Rhode Island	M & M's		Aug. 7, 1944
	Um-m-m		
	Mmm		
South Carolina	M & M's		Oct. 7, 1944
	Um-m-m		
	Mmm		
South Dakota	M & M's		Aug. 5, 1944
	Um-m-m		
	Mmm		
Tennessee	M & M's	Trademark Book No. 11	Aug. 5, 1944
	Um-m-m	p. 48	
	Mmm	p. 49	
Texas	M & M's	61-11,174	Aug. 7, 1944
	Um-m-m	61-11,172	
	Mmm	61-11,173	



SCHEDULE "B" - Continued  
 State Registrations

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<u>STATE</u>	<u>MARK</u>	<u>NO.</u>	<u>DATE</u>
Utah	M & M's Um-m-m Mmm		Nov. 1, 1944
Vermont	M & M's Um-m-m Mmm	2000 2002 2001	Aug. 21, 1944
Virginia	M & M's Um-m-m Mmm		Aug. 9, 1944
Washington	M & M's Um-m-m Mmm	Book 18 7713 p. 243-44 7715 p. 247-48 7714 p. 245-56	Aug. 10, 1944
West Virginia	M & M's Um-m-m Mmm		Aug. 5, 1944
Wisconsin	M & M's Um-m-m Mmm	Vol. 10 4610, p. 296 4612, p. 298 4611, p. 297	Feb. 15, 1945
Wyoming	M & M's Um-m-m Mmm		Aug. 9, 1944

SCHEDULE "C"

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Foreign Registrations

<u>MARK</u>	<u>COUNTRY</u>	<u>NO.</u>	<u>DATE</u>
M & M's on circular device	Bahamas	1614	March 29, 1947
M & M's on circular device	Bermuda	2365	May 20, 1947
M & M's	Colombia	21956	June 19, 1947
M & M's	Cuba	79555	May 17, 1950
M & M's	Curacao	1983	March 6, 1947
M & M's	Hawaii	3173	February 19, 1947
M & M's on circular device	Jamaica	4918	March 6, 1947
M & M's	Panama	1944	July 29, 1947
M & M's	Philippines	2550	November 7, 1950
M & M's	Puerto Rico	6859	February 16, 1948
M & M's on circular device	Trinidad and Tobago	29/1947	February 11, 1947

RECORDED  
U.S. PATENT OFFICE  
OCT 31 1952  
John A. Stewart  
COMMISSIONER OF PATENTS

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