

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:	06/26/2005		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Kraft Foods UK Ltd.		06/26/2005	CORPORATION: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Wm. Wrigley Jr. Company		
Street Address:	410 North Michigan Avenue		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60611		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 18			
Property Type	Number	Word Mark	
Registration Number:	0439858	ALTOIDS	
Registration Number:	2292918	ALTOIDS	
Registration Number:	1250585	THE ORIGINAL CELEBRATED CURIOUSLY STRONG PEPPERMINTS ALTOIDS	
Registration Number:	1885134	CALLARD & BOWSER	
Registration Number:	0024620	CALLARD & BOWSER	
Registration Number:	2376522	CURIOUSLY	
Registration Number:	2277401	THE BIG TIN	
Registration Number:	2125980	THE CURIOUSLY STRONG MINTS	
Registration Number:	2663458	THE ORIGINAL CELEBRATED CURIOUSLY STRONG	
Registration Number:	2262270	THE ORIGINAL CELEBRATED CURIOUSLY STRONG MINTS	
Registration Number:	1992732	THE ORIGINAL CELEBRATED CURIOUSLY STRONG PEPPERMINTS	

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TRADEMARK
REEL: 003360 FRAME: 0429

Registration Number:	2258825	THE ORIGINAL CELEBRATED CURIOUSLY STRONG WINTERGREEN
Registration Number:	0024507	
Registration Number:	1135243	TRAVEL SWEETS
Serial Number:	78227341	ALTOIDS
Serial Number:	78227344	ALTOIDS
Serial Number:	78494872	THE ORIGINAL CELEBRATED CURIOUSLY STRONG PEPPERMINTS ALTOIDS MADE IN GREAT BRITAIN
Serial Number:	78381868	SMALLS

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

NAME OF SUBMITTER:	Jennifer Powe
Signature:	/jennifer powe/
Date:	08/02/2006

Total Attachments: 1
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EXECUTION COPY

TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (this "**Agreement**") is effective as of June 26, 2005 between Kraft Foods UK Ltd. (the "**Assignor**") and Wm. Wrigley Jr. Company, a Delaware corporation with a principal place of business at 410 North Michigan Avenue, Chicago, Illinois 60611 ("**Buyer**").

WITNESSETH:

WHEREAS, the Assignor owns its right, title and interest in, to and under the trademarks and any registrations and applications therefor as listed on Schedule A and all its rights corresponding thereto in the United States and all other nations throughout the world, and all goodwill associated therewith and all its rights in all of the foregoing provided by treaties, conventions and common law and all its rights to sue and recover and retain damages and costs and attorneys' fees for past, present and future infringement or other violation of any of the foregoing (collectively, the "**Trademarks**");

WHEREAS, pursuant to that certain Asset Purchase Agreement between Kraft Foods Global, Inc. ("**Seller**") and Buyer dated as of November 14, 2004, as amended (the "**Asset Purchase Agreement**"), Seller agreed to cause the Assignor to sell, convey, transfer, assign and deliver the Assignor's right, title and interest in, to and under the Trademarks to Buyer, and Buyer is desirous of acquiring the Assignor's entire worldwide right, title and interest in, to and under the Trademarks.

NOW, THEREFORE, in consideration of the Asset Purchase Agreement and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor does hereby sell, convey transfer, assign and deliver unto Buyer, as of the date first above written, all its right, title and interest in, to and under the Trademarks.

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