TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Hershey Chocolate & Confectionery Corporation		09/29/2006	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Switzer Candy Company
Street Address:	27 North Gore Avenue
City:	St. Louis
State/Country:	MISSOURI
Postal Code:	63119
Entity Type:	CORPORATION: GEORGIA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	1393452	SWITZER

CORRESPONDENCE DATA

Fax Number: (314)436-8400

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: (314) 231-2800
Email: jbg@stolarlaw.com
Correspondent Name: John B. Greenberg
Address Line 1:   911 Washington Avenue
Address Line 2:   7th Floor
Address Line 4:   St. Louis, MISSOURI   63101

NAME OF SUBMITTER:	John B. Greenberg, Attorney for Assignee
Signature:	/johnbgreenberg/
Date:	10/03/2006

1393452

OP $40.00

900059267

Total Attachments: 3
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<u>Assignment of Intellectual Property Rights</u>

WHEREAS, Hershey Chocolate & Confectionery Corporation, a corporation organized and existing under the laws of Delaware ("HC&CC"), is the owner of the trademark for SWITZER for candy, the trade dress associated therewith, United States Registration No. 1,393,452 therefor, and the other registrations therefore listed on the Schedule attached hereto (collectively, the "Trademark"); and

WHEREAS, Switzer Candy Company, a corporation organized and existing under the laws of Georgia ("Switzer Candy Co."), desires to acquire the Trademark as well as any and all other worldwide intellectual property rights owned by HC&CC in and to the Trademark and any and all other trademarks, service marks, trade names and/or domain names owned by HC&CC that consist of or incorporate the term SWITZER or any confusingly similar variation thereof (the Trademark and such other intellectual property rights are referred herein to collectively as the "Intellectual Property");

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, HC&CC does hereby assign, set over and transfer to Switzer Candy Co., its successors and assigns, any and all worldwide right, title and interest in and to the Trademark, together with the goodwill of the business symbolized thereby, and the registrations therefor, and any and all other Intellectual Property, together with the goodwill of the business symbolized thereby.

HERSHEY CHOCOLATE &
CONFECTIONERY CORPORATION

By _~Lois~ ~B.~ ~Duquette~ 9/29/06
    Lois B. Duquette
    Assistant Secretary

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COMMONWEALTH OF PENNSYLVANIA   )
) ss.:

COUNTY OF DAUPHIN   )

On September 29, 2006, before me personally came Lois B. Duquette, to me known, by me duly sworn, did depose and say: that deponent is the Assistant Secretary of Hershey Chocolate & Confectionery Corporation and an authorized representative of Hershey Chocolate & Confectionery Corporation, the corporation which executed the foregoing Grant of Security Interest in Trademarks; and that deponent was authorized to sign the Grant of Security Interest in Trademarks on behalf of said corporation.

_____
Notary Public

COMMONWEALTH OF PENNSYLVANIA
Notarial Seal
Florence I. Barth, Notary Public
Derry Twp., Dauphin County
My Commission Expires July 21, 2008
Member, Pennsylvania Association Of Notaries

**TRADEMARK
REEL: 003401 FRAME: 0352**

Schedule to Assignment of Intellectual Property Rights

Mark: SWITZER

Country	Registration Number
United States	1393452
Canada	411978
New Zealand	273526
Belarus	676027
Switzerland	676027
China	676027
Czech Republic	676027
Egypt	676027
Hungary	676027
Poland	676027
Romania	676027
Russian Federation	676027
Slovakia	676027
Ukraine	676027