

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 Holdings, Inc.		06/26/2005	CORPORATION: DELAWARE
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: 1			
Property Type	Number	Word Mark	
Registration Number:	2362918	BLENDED FLAVORS THAT LAST AND LAST	
CORRESPONDENCE DATA			
Fax Number:	(312)645-3503		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
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:	11/01/2006		

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TRADEMARK
REEL: 003419 FRAME: 0753

Total Attachments: 3
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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 Holdings, Inc. (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**");

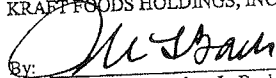
WHEREAS, pursuant to that certain Asset Purchase Agreement between Kraft Foods Global, Inc. ("**Seller**") and Buyer dated as of November 14, 2004, as amended (the "**Asset Purchase Agreement**"), Seller agreed to cause the Assignor to sell, convey, transfer, assign and deliver the Assignor's right,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

(NY) 11925/010/CLOSING/TRANSFER.DOCS/TP/trademark.assign.kraft.foods.holdings.doc

IN WITNESS WHEREOF, the Assignor and Buyer have caused this Agreement to be executed.

KRAFT FOODS HOLDINGS, INC.

By: 

Name: Theodore L. Banks
Title: Vice President

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WM. WRIGLEY JR. COMPANY

By: 

Name: Howard Malovany
Title: Vice President,
Secretary and General
Counsel

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