

**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:	07/31/2006

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
TRONUS CONSULTADORIA E MARKETING LDA.		07/31/2006	CORPORATION: PORTUGAL

**RECEIVING PARTY DATA**

Name:	Perfetti van Melle S.p.A.
Street Address:	via XXV Aprile 7
City:	Milan
State/Country:	ITALY
Postal Code:	20020
Entity Type:	CORPORATION: ITALY

**PROPERTY NUMBERS Total: 2**

Property Type	Number	Word Mark
Serial Number:	78671593	BOMBA
Serial Number:	78296561	CHUPA CHUPS

**CORRESPONDENCE DATA**

Fax Number: (202)393-5393  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 202 638 6666  
 Email: trademark@jhip.com,glewis@jhip.com  
 Correspondent Name: George W. Lewis  
 Address Line 1: 400 7th Street NW  
 Address Line 4: Washington, DISTRICT OF COLUMBIA 20004

ATTORNEY DOCKET NUMBER: T36201(2)US0

**DOMESTIC REPRESENTATIVE**

OP \$65.00 78671593

Name: George W.Lewis  
Address Line 1: 400 7th Street NW  
Address Line 4: Washington, DISTRICT OF COLUMBIA 20004

NAME OF SUBMITTER:	George W.Lewis
Signature:	/george lewis/
Date:	11/03/2006
Total Attachments: 1 source=20061103155340770#page1.tif	

## DEED OF ASSIGNMENT

WHEREAS, Tronus Consultadoria e Marketing Lda., located at Rua dos Murças 88, 3 andar freguesia da Sé, 9000-058 FUNCHAL (Madeira), Portugal, has adopted, used and is using the following trademarks (hereinafter called "the trademarks") :

	<u>TRADEMARK</u>	<u>REG. NO.</u>
1.	CHUPA CHUPS Logo	78/296561
2.	BOMBA	78/671593

and

WHEREAS, PERFETTI VAN MELLE S.p.A., located at Via XXV Aprile, 7 20020 LAINATE (Milano) ITALY 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, TRONUS CONSULTADORIA E MARKETING LDA. hereby assigns to PERFETTI VAN MELLE S.p.A. 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: 31<sup>st</sup> day of July, 2006

TRONUS CONSULTADORIA E MARKETING LDA.



Name: María Reyes García Trapote  
Title: Authorized Officer