

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Tootsie Roll Industries, Inc.		01/19/2007	CORPORATION: VIRGINIA
RECEIVING PARTY DATA			
Name:	Charms Marketing Company		
Street Address:	7401 South Cicero Avenue		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60629		
Entity Type:	CORPORATION: ILLINOIS		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	952200	CELLA'S	
Registration Number:	534558	CELLA'S	
Registration Number:	1124550	CELLA'S 100% LIQUID CENTERS	
Registration Number:	1848676		
CORRESPONDENCE DATA			
Fax Number:	(617)646-8646		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	617-646-8000		
Email:	drwtrademarks@wolfgreenfield.com		
Correspondent Name:	Douglas R. Wolf		
Address Line 1:	600 Atlantic Avenue		
Address Line 4:	Boston, MASSACHUSETTS 02210-2206		
ATTORNEY DOCKET NUMBER:	T0033.40212US00		
NAME OF SUBMITTER:	Douglas R. Wolf		

CH \$115.00 952200

Signature:

/drw/

Date:

01/30/2007

Total Attachments: 2

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CONFIRMATORY ASSIGNMENT

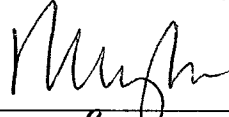
WHEREAS, Tootsie Roll Industries, Inc., a corporation of Virginia, United States, having an office and place of business at 7401 South Cicero Avenue, Chicago, IL 60629, United States, adopted and owned the marks represented by the attached Schedule B of trademark applications and registrations and rights at common law and otherwise ("Marks").

WHEREAS, Charms Marketing Company, a corporation of Illinois, United States, having an office and place of business at 7401 South Cicero Avenue, Chicago, IL 60629, United States, desired to acquire said Marks as recited herein.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Tootsie Roll Industries, Inc. assigned on January 1, 1998 to Charms Marketing Company all its rights, title and interest in and to the Marks together with the business associated therewith and the goodwill of the business symbolized by the Marks, including all rights to sue and recover for past infringement of the Marks.




Tootsie Roll Industries, Inc.

1-19-07
Date

By: 
Name: BOREEN BOWEN
Title: TREASURER

SCHEDULE B

Trademark Applications and Registrations in the name of TOOTSIE ROLL INDUSTRIES, INC.

Mark	Mark Style	Country	Status	File no.	Owner/ Applicant	App. No.	App. Date	Reg. No.	Reg. Date	Renewal Due
CELLA'S	BLOCK	U.S.A.	Registered	C0528.20002US00	Tootsie Roll Industries, Inc.	72/384667	24-Feb-71	952200	30-Jan-73	30-Jan-13
CELLA'S 	Design plus character(s)	U.S.A.	Registered	C0528.20001US00	Tootsie Roll Industries, Inc.	71/546460	8-Jan-48	534558	12-Dec-50	12-Dec-10
CELLA'S 100% LIQUID CENTERS & DRIPPING CHERRY DESIGN 	Design plus character(s)	U.S.A.	Registered	C0528.20003US00	Tootsie Roll Industries, Inc.	73/172945	5-Jun-78	1124550	28-Aug-79	28-Aug-09
DRIPPING CHERRY DESIGN 	Miscellaneous Design	U.S.A.	Registered	C0528.20007US00	Tootsie Roll Industries, Inc.	74/400113	9-Jun-93	1848676	9-Aug-94	9-Aug-14