

TO: FRANKLIN A. MILES, JR., ESQ. COMPANY: 27 WEST CHOCOLATE AVENUE

TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.103/09/2007
900071276

SUBMISSION TYPE:		CORRECTIVE ASSIGNMENT	
NATURE OF CONVEYANCE:		Corrective Assignment to correct the name of Assignor from "HERCO, Inc." to current name, Hershey Entertainment & Resorts Company previously recorded on Reel 002115 Frame 0957. Assignor(s) hereby confirms the Assignor should read: Hershey Entertainment & Resorts Company.	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hershey Entertainment & Resorts Company	FORMERLY HERCO, Inc.	04/20/1998	CORPORATION: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	MSH South Inc.		
Street Address:	103 Foulk Road, Suite 202		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19803		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2302893	LEBBIE LEBKICHER'S EATERY & PUB	
Registration Number:	2302746	LEBBIE LEBKICHER'S	
CORRESPONDENCE DATA			
Fax Number:	(717)534-8991		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	7175343392		
Email:	fmiles@HersheyPa.com		
Correspondent Name:	Franklin A. Miles, Jr., Esq.		
Address Line 1:	27 West Chocolate Avenue		
Address Line 4:	Hershey, PENNSYLVANIA 17033		
NAME OF SUBMITTER:		Franklin A. Miles, Jr.	
Signature:		/Franklin A. Miles, Jr./	
700317690		TRADEMARK	

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REEL: 003509 FRAME: 0293

O:FRANKLIN A. MILES, JR., ESQ. COMPANY:27 WEST CHOCOLATE AVENUE

Date:

03/09/2007

Total Attachments: 3

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REEL: 003509 FRAME: 0294

RE 5-400

FORM PTO-1618A
Expires 09/02/99
OMG 0651-0027

08-08-2000



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U.S. Department of Commerce
Patent and Trademark Office
MAY TRADEMARK

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

7-24-00

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID # _____
- Correction of PTO Error
Reel # _____ Frame # _____
- Corrective Document
Reel # _____ Frame # _____

Conveyance Type

- Assignment License
- Security Agreement Nunc.Pro Tunc Assignment
Effective Date
Month Day Year _____
- Merger
- Change of Name
- Other _____

Conveying Party

Mark if additional names of conveying parties attached

Name HERCO, Inc.

Execution Date
Month Day Year
04/20/1998

Formerly _____

- Individual General Partnership Limited Partnership Corporation Association
- Other _____

Citizenship/State of Incorporation/Organization Pennsylvania

Receiving Party

Mark if additional names of receiving parties attached

Name MSH South Inc.

DBA/AKA/TA _____

Composed of _____

Address (line 1) 103 Foulk Road

Address (line 2) Suite 202

Address (line 3) Wilmington

Delaware

19803

- Individual General Partnership Limited Partnership
- Corporation Association
- Other _____

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

Citizenship/State of Incorporation/Organization Delaware

05/19/2000 3NEUYEN 00000254 75424252

FOR OFFICE USE ONLY

01 FC:481
02 FC:482

40.00 DP
25.00 DP

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK
REEL: 002115 FRAME: 0957
TRADEMARK
REEL: 003509 FRAME: 0295

FORM PTO-1618B
Expires 03/31/09
OMB 0851-0027

Page 2

U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)			Registration Number(s)		
<input type="text" value="75/424,252"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text" value="75/495,502"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment: Enclosed Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number: #

Authorization to charge additional fees: Yes No

Statement and Signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Sue Heberlig
Name of Person Signing


Signature

SPONSOR ASSIGNMENT
5.2.2000
Date Signed

O:FRANKLIN A. MILES, JR., ESQ. COMPANY:27 WEST CHOCOLATE AVENUE

TRADEMARK ASSIGNMENT AND AGREEMENT

This Trademark Assignment, effective as of the 20th day of April, 1998, is made by and between Hershey Entertainment & Resorts Company ("HE&R"), a Pennsylvania corporation with its principal place of business at 300 Park Boulevard, Hershey, Pennsylvania 17033, and MSH South Inc. ("MSH"), a Delaware corporation with its principal place of business at 103 Foulk Road, Suite 202, Wilmington, Delaware 19803.

HE&R is the owner of the trademarks, trademark applications and trademark registrations listed on Schedule "A" attached hereto (collectively, the "Marks"); and

HE&R has elected to transfer all of its right, title and interest in and to the Marks to MSH.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, including MSH's agreement to enter into the License Agreement Amendment attached hereto as Schedule "B" contemporaneously with the execution of this Trademark Assignment and Agreement, thereby granting HE&R an exclusive license to the use the Marks, and intending to be legally bound hereby, HE&R hereby assigns and transfers unto MSH the entire right, title and interest in and to the Marks, including any and all rights in the trade dress and packaging designs related thereto, and any and all other rights which HE&R may have acquired with respect thereto pursuant to common law or any other law or regulation or practice, including but not limited to all claims for damages by reason of past infringement of said trademarks, with the right to sue for and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives, together with the good will of the business symbolized thereby.

IN WITNESS WHEREOF, the parties have caused this Trademark Assignment and Agreement to be duly executed and made effective as of the day and year first written above.

HERSHEY ENTERTAINMENT
& RESORTS COMPANY

By


David P. Lavery

Vice President, Secretary and CFO

MSH SOUTH INC.

By


Robert C. Campbell

Chief Operating Officer

TRADEMARK

REEL: 003509 FRAME: 0297

O:FRANKLIN A. MILES, JR., ESQ. COMPANY:27 WEST CHOCOLATE AVENUE

SCHEDULE A - TRADEMARKS

LEBBIE LEBKICHER'S

USPTO Application Serial No. 75/424,252

**LEBBIE LEBKICHER'S EATERY
& PUB and Design**

USPTO Application Serial No. 75/495,502