

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
Harry London Candies, Inc.		05/14/2007	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	Maxfield Candy Company		
Street Address:	1050 South 200 West		
City:	Salt Lake City		
State/Country:	UTAH		
Postal Code:	84101		
Entity Type:	CORPORATION: UTAH		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2062014	HEARTLAND CHOCOLATES	
CORRESPONDENCE DATA			
Fax Number:	(801)321-4893		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	801.321.4814		
Email:	mkrieger@kmclaw.com		
Correspondent Name:	Michael F. Krieger		
Address Line 1:	60 East South Temple		
Address Line 2:	1800 Eagle Gate Tower		
Address Line 4:	Salt Lake City, UTAH 84111		
ATTORNEY DOCKET NUMBER:	12114.13		
NAME OF SUBMITTER:	Michael F. Krieger		
Signature:	/Michael F. Krieger/		
Date:	05/16/2007		

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Total Attachments: 1
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TRADEMARK ASSIGNMENT

WHEREAS, Harry London Candies, Inc., a corporation duly organized under the laws of the State of Ohio, located at 5353 Lauby Road, North Canton, Ohio 44720 (hereinafter referred to as "Assignor"), is the owner of the entire right, title, and interest in and to the following trademark including all rights in and to such trademark created under any applicable federal or state statutes or common law or under the applicable trademark laws of any foreign country,

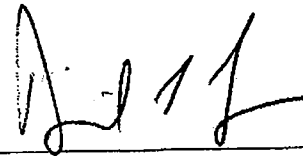
WHEREAS, Assignor desires to transfer all right, title, interest and goodwill in the mark, its registration and application, and all accrued rights including, prior uses and rights against any infringements before the date of this assignment to Maxfield Candy Company, a corporation ("Assignee").

Trademark	Registration No	Registration Date
Heartland Chocolates	2,062,014	May 13, 1997

NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration paid to the Assignor by the Assignee, the receipt and sufficiency of which is hereby acknowledged, THE ASSIGNOR HEREBY ASSIGNS TO THE ASSIGNEE the entire right, title and interest in and to said trademark and its respective registration thereof, together with the goodwill of the uses or business symbolized by and associated with the Mark.

The Assignor hereby authorizes and requests the United States Commissioner of Patents and Trademarks, and such officials in foreign countries as are duly authorized by their laws to register trademarks, to record this Assignment of or issue any and all certificates or renewal certificates of registration of the Mark to the Assignee as the owner of the entire interest, for the sole use and behalf of the said Assignee, its successors, assigns and legal representatives.

Dated this 14th day of May, 2007.



Harry London Candies, Inc.

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