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:	05/27/2007		

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type	
Kraft Foods Holdings, Inc.		05/11/2007	CORPORATION: DELAWARE	

RECEIVING PARTY DATA

Name:	The Jel Sert Co.		
Street Address:	Highway 59 and Conde Street		
City:	West Chicago		
State/Country:	ILLINOIS		
Postal Code:	60185		
Entity Type:	CORPORATION: ILLINOIS		

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	78689959	MR. FREEZE

CORRESPONDENCE DATA

Fax Number: (630)231-9050

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 630-876-4840

Email: Iknasel@jelsert.com

Correspondent Name: Laurie Knasel

Address Line 1: Highway 59 and Conde Street

Address Line 2: The Jel Sert Company

Address Line 4: West Chicago, ILLINOIS 60185

NAME OF SUBMITTER:	Laurie Knasel		
Signature:	/laurie knasel/		
Date:	07/12/2007		

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Total Attachments: 6
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EXECUTION VERSION

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (the "Agreement") dated as of May 11, 2007 and

effective as of the Closing Date (as such term is defined in the Purchase Agreement), is by and

between Kraft Foods Holdings, Inc., a Delaware Corporation, located at Three Lakes Drive,

Northfield, Illinois 60093 (the "Assignor") and The Jel Sert Co., an Illinois Corporation, located

at Highway 59 and Conde Street, West Chicago, Illinois 60185 (the "Assignee").

WHEREAS, for many years, Assignor, and its predecessors and affiliates, used the

trademark MR. FREEZE, in word and design forms, in connection with frozen confections and

flavored liquid preparations for making frozen pops (the "Mark");

WHEREAS, Assignor's Affiliate Kraft Foods Global, Inc. ("Affiliate") and Assignee

have entered into an Asset Purchase Agreement ("Purchase Agreement") dated as of May 11,

2007, pursuant to which Assignor's Affiliate is selling to Assignee certain assets pertaining to its

manufacture, marketing, packaging and sale of flavored liquid preparations for making frozen

pops, including the Inventory, Equipment, Intellectual Property, Purchase Orders, and

Transferred Information identified therein;

WHEREAS, as a result of the consummation of the transactions contemplated by the

Asset Purchase Agreement, Assignor's Affiliate has agreed to cause Assignor to enter into this

Agreement;

WHEREAS, Assignor is the owner of a pending registration application filed in the

United States Patent and Trademark Office for the mark MR. FREEZE, Serial No. 78/689,959,

filed August 10, 2005 for frozen confections (the "Application");

TRADEMARK

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WHEREAS, Assignor is desirous of assigning all right, title and interest that it may have in and to the Mark, and any and all goodwill associated therewith, together with the Application,

to the Assignee;

WHEREAS, Assignee is desirous of acquiring all right, title and interest that Assignor

may have in and to the Mark, and any and all goodwill associated therewith, together with the

Application;

NOW, THEREFORE, Assignor, for good and valuable consideration, the receipt and

sufficiency of which is hereby acknowledged, effective as of the Closing Date, Assignor hereby

sells, assigns and transfers to Assignee all right, title, and interest that Assignor may have in and

to the Mark (including those forms depicted on Exhibit 1), and any and all goodwill associated

therewith, together with the Application, including without limitation: (i) any right to damages

and payments for past or future infringements thereof, (ii) the right to sue for past, present and

future infringements of the Mark, and (iii) the right to oppose applications for the registration of

confusingly similar marks.

Date: May 11, 2007

	KRAFT FOODS HOLDINGS, INC.			THE JEL SERI CO.
Ву:	pegal often		Ву:	
Name:	Jacqueline A. Leimer	Name:		
Title:	VP and Associate General Counsel		Title:	
Date:	<u></u>		Date:	

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WHEREAS, Assignor is desirous of assigning all right, title and interest that it may have

in and to the Mark, and any and all goodwill associated therewith, together with the Application,

to the Assignee;

WHEREAS, Assignee is desirous of acquiring all right, title and interest that Assignor

may have in and to the Mark, and any and all goodwill associated therewith, together with the

Application;

NOW, THEREFORE, Assignor, for good and valuable consideration, the receipt and

sufficiency of which is hereby acknowledged, effective as of the Closing Date, Assignor hereby

sells, assigns and transfers to Assignee all right, title, and interest that Assignor may have in and

to the Mark (including those forms depicted on Exhibit 1), and any and all goodwill associated

therewith, together with the Application, including without limitation: (i) any right to damages

and payments for past or future infringements thereof, (ii) the right to sue for past, present and

future infringements of the Mark, and (iii) the right to oppose applications for the registration of

confusingly similar marks.

Date: May 11, 2007

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By:

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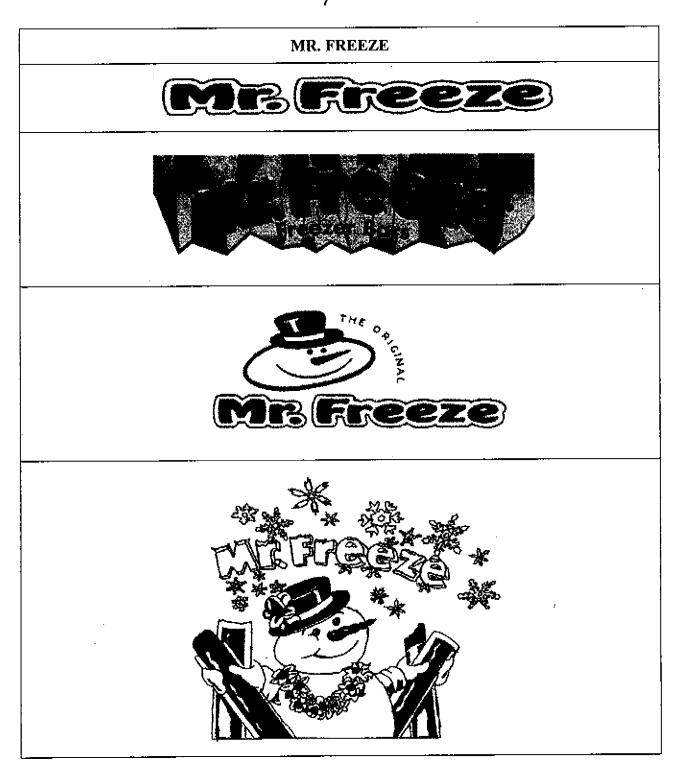
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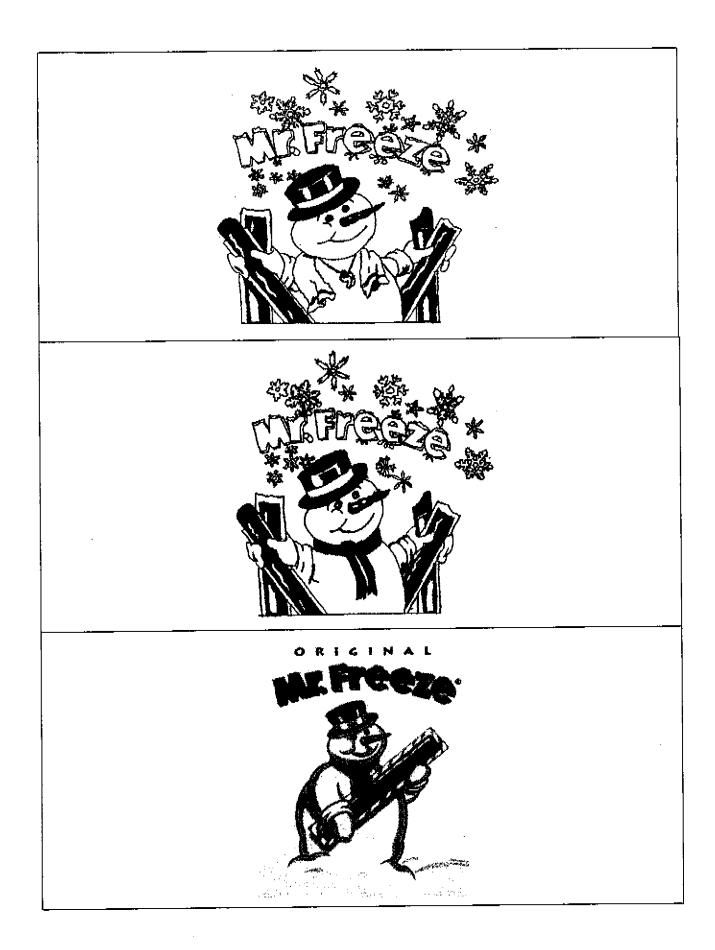
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Exhibit 1 to MR. FREEZE Trademark Assignment by and between Kraft Foods Holdings and Jel Sert Company Dated // // , 2007



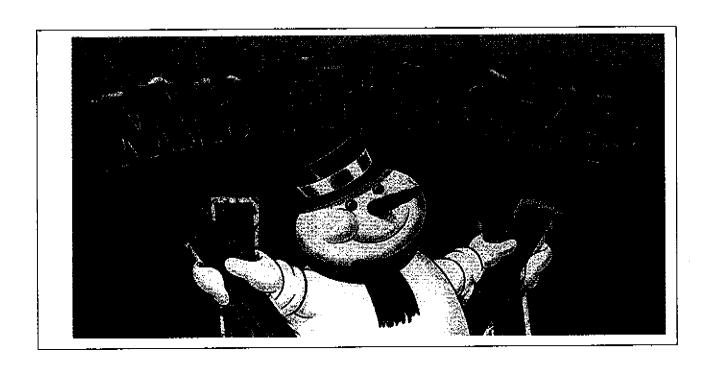
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