

## 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
Kraft Foods Holdings Inc.		10/05/2007	CORPORATION:
RECEIVING PARTY DATA			
Name:	Wm. Wrigley Jr. Company		
Street Address:	410 N. Michigan Avenue		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60611		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2496585	ROCK & SKATE	
CORRESPONDENCE DATA			
Fax Number:	(312)645-3503		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	312-644-2121		
Email:	trademark.department@wrigley.com		
Correspondent Name:	Wm. Wrigley Jr. Company		
Address Line 1:	410 N. Michigan Avenue		
Address Line 4:	Chicago, ILLINOIS 60611		
ATTORNEY DOCKET NUMBER:	MISC-0014-41-US		
NAME OF SUBMITTER:	Stacy Chronopoulos		
Signature:	/stacy chronopoulos/		
Date:	10/09/2007		

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REEL: 003636 FRAME: 0326

Total Attachments: 2

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EXECUTION COPY

THIRD AMENDMENT TO TRADEMARK ASSIGNMENT AGREEMENT

This THIRD AMENDMENT to the TRADEMARK ASSIGNMENT AGREEMENT (this "Third Amendment") executed this 05<sup>th</sup> day of October, 2007 is by and between Kraft Foods Holdings Inc., (the "Assignor") and Wm. Wrigley Jr. Company, a Delaware corporation with a principal place of business at 410 North Michigan Avenue, Chicago, IL 60611 ("Buyer").

WITNESSETH:

WHEREAS, the Assignor owns its right, title and interest in, to and under the trademarks and any registrations and application therefore as listed on Schedule A and all its rights corresponding thereto in the United States and all other nations throughout the world, and all goodwill associated therewith and all its rights in all of the foregoing provided by treaties, conventions and common law and all its rights to sue and recover and retain damages and costs and attorneys' fees for past, present and future infringement or other violation of any of the foregoing (collectively, the "Trademarks");

WHEREAS, pursuant to that certain Asset Purchase Agreement between Kraft Foods Global, Inc. ("Seller") and buyer dated as of November 14, 2004, as amended (the "Asset Purchase Agreement"), Seller agreed to cause the Assignor to sell, convey, transfer, assign and deliver the Assignor's right, title and interest in, to and under the Trademarks to Buyer, and Buyer is desirous of acquiring the Assignor's entire worldwide right, title and interest in, to and under the Trademarks,

NOW, THEREFORE, in consideration of the Asset Purchase Agreement and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor does hereby sell, convey transfer, assign and deliver unto Buyer, as of the date first written above, all its right, title and interest in, to and under the Trademarks.

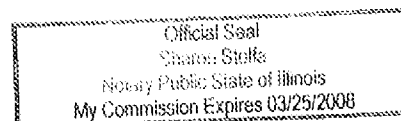
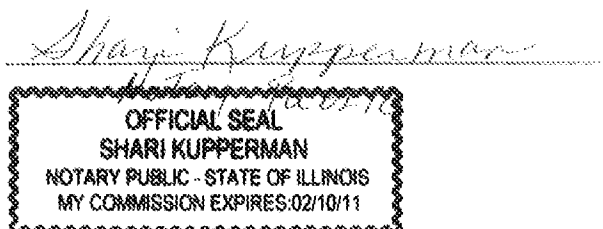
IN WITNESS WHEREOF, the Assignor and Buyer have caused this Third Amendment to be executed.

KRAFT FOODS HOLDINGS INC.

WM. WRIGLEY JR. COMPANY

By: B. Brooks  
Name: Beverly Brooks  
Title: Manager, Global Intellectual  
Property-Trademark Administration

By: H. Malovany  
Name: Howard Malovany  
Title: Sr. Vice-President,  
Secretary and General Counsel



TRADEMARK  
REEL: 003636 FRAME: 0328

SCHEDULE A

Country	Trademark Name	Application Number	Registration Number
US	Rock & Skate	75503596	2496585