

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:	11/14/2004		
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: 4			
Property Type	Number	Word Mark	
Registration Number:	2486878	NEUTRAZIN	
Registration Number:	2470586	THE MINTS THAT NEUTRALIZE NOT MASK	
Registration Number:	2141292	BREATH SAVERS	
Registration Number:	2065627	BREATH SAVERS	
CORRESPONDENCE DATA			
Fax Number:	(312)645-3503		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	312-645-3328		
Email:	trademark.department@wrigley.com		
Correspondent Name:	Sharon Stolfa		
Address Line 1:	410 N. Michigan Avenue		
Address Line 4:	Chicago, ILLINOIS 60611		
NAME OF SUBMITTER:	Sharon Stolfa		

CH \$115.00 2486878

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TRADEMARK
REEL: 003649 FRAME: 0601

Signature:	/sharon stolfa/
Date:	10/29/2007
Total Attachments: 2 source=2nd Amend fully executed#page1.tif source=2nd Amend fully executed#page2.tif	

EXECUTION COPY

SECOND AMENDMENT TO TRADEMARK ASSIGNMENT AGREEMENT

This SECOND AMENDMENT to the TRADEMARK ASSIGNMENT AGREEMENT (this "**Second Amendment**") executed this 5th 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.

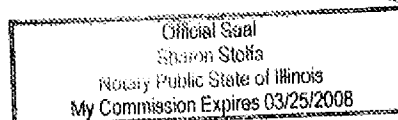
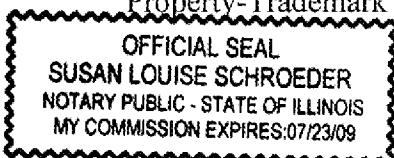
IN WITNESS WHEREOF, the Assignor and Buyer have caused this Second Amendment to be executed.

KRAFT FOODS HOLDINGS INC.

WM. WRIGLEY JR. COMPANY

By: B. Brooks 10/05/07
Name: Beverly Brooks
Title: Manager, Global Intellectual
Property-Trademark Administration

By: Howard Malovany 10/5/07
Name: Howard Malovany
Title: Sr. Vice-President,
Secretary and General Counsel



TRADEMARK

REEL: 003649 FRAME: 0603

SCHEDULE A

CountryName	TrademarkName	AppNumber	FileDate	RegNumber	RegDate
African Union Territories (OAPI)	BREATH SAVERS	80910	22-Nov-91	31170	22-Nov-91
Albania	BREATH SAVERS	132	13-Mar-92	5331	06-Mar-03
Argentina	BREATH SAVERS	2598467	21-Jun-05		
Argentina	BREATH SAVERS	2445661	21-Jul-03		
Argentina	BREATH SAVERS (Stylized)	2579624	30-Mar-05		
Argentina	NEUTRAZIN	2579625	30-Mar-05		
Argentina	SUPERALIENTO	2193691	18-Dec-98	1779535	17-Mar-00
Argentina	SUPERALIENTO	1660063	19-Aug-88	1605586	4-Jul-96
Argentina	SUPERBREATH	2201281	17-Aug-88	1734225	10-Mar-89
Argentina	SUPERBREATH	2201280	17-Aug-88	1734224	10-Mar-89
Austria	BREATH SAVERS	129247	1-Apr-96	129247	10-Aug-98
Benelux	BREATH SAVERS	129247	1-Apr-96	129247	10-Aug-98
Canada	FLAVOR SAVERS	450922	5-Mar-80	267567	26-Mar-82
Canada	FLIRTS	431187	18-Oct-78	244520	9-May-80
Canada	FRUTTI 2	513729	12-Dec-83	311477	21-Feb-86
Canada	MADCAPS	431188	18-Oct-78	261281	31-Jul-81
Canada	OMEGA	454998	13-Jun-80	260861	17-Jul-81
Canada	REPLAY	451747	27-Mar-80	254118	19-Dec-80
Canada	SOCKERS	433596	14-Dec-78	246871	20-Jun-80
Canada	SPLITZ	538940	26-Mar-85	314436	23-May-86
Chile	BREATH SAVERS			370732	15-May-81
China (Peoples Republic)	BREATH SAVERS	9200434	31-Jan-92	630274	20-Feb-93
China (Peoples Republic)	BREATH SAVERS	2001016086	5-Feb-01		
Congo, Democratic Republic of	BREATH SAVERS	NP218EXT91	3-Dec-91	2753/91	3-Dec-91
Czech Republic	BREATH SAVERS	166965	7-Oct-86	166965	23-Jun-88
Falkland Islands	BREATH SAVERS			9464	9-Jul-92
Finland	BREATH SAVERS	129247	1-Apr-96	129247	10-Aug-98
France	BREATH SAVERS	129247	1-Apr-96	129247	10-Aug-98
Germany	BREATH SAVERS	129247	1-Apr-96	129247	10-Aug-98
Greece	BREATH SAVERS	129247	1-Apr-96	129247	10-Aug-98
Indonesia	BREATH SAVERS	12609	13-Sep-93	319350	16-Dec-94
Internet	BREATHSAVERS.COM				5-Feb-96
Ireland	BREATH SAVERS	129247	1-Apr-96	129247	10-Aug-98
Italy	BREATH SAVERS	129247	1-Apr-96	129247	10-Aug-98
Macau	BREATH SAVERS	11.296M	4-Dec-91	11.296M	30-Sep-93
Malaya	BREATH SAVERS	M85893	31-Mar-80	M85893	31-Mar-87
Martinique	BREATH SAVERS	M85894	31-Mar-80	M/85894	31-Mar-80
Mexico	BREATH SAVERS	259607	11-Apr-96	525806	12-Jul-96
Philippines	BREATH SAVERS			33774	12-Oct-84
Portugal	BREATH SAVERS	331722	27-Jul-98		
Portugal	BREATH SAVERS	129247	1-Apr-96	129247	10-Aug-98
Puerto Rico	BREATH SAVERS			22724	4-Mar-80
Serbia and Montenegro	BREATH SAVERS	285286	13-Nov-86	32027	5-Sep-88
Slovakia	BREATH SAVERS	166965	7-Oct-86	166965	23-Jun-88
Somalia	BREATH SAVERS		20-Apr-00		
Spain	BREATH SAVERS	129247	1-Apr-96	129247	10-Aug-98
Swaziland	BREATH SAVERS				
Syria	BREATH SAVERS	44465	17-Dec-91	44465	17-Dec-91
United Kingdom	BREATH SAVERS	129247	1-Apr-96	129247	10-Aug-98
United States of America	NEUTRAZIN	75855989	22-Nov-99	2486878	11-Sep-01
United States of America	THE MINTS THAT NEUTRALIZE NOT MASK	75895164	12-Jan-00	2470586	17-Jul-01
United States of America	BREATH SAVERS	75006959	17-Oct-95	2141292	3-Mar-98
United States of America	BREATH SAVERS	74670474	5-May-95	2065627	27-May-97
Venezuela	BREATH SAVERS	19866/91	1-Oct-91	F-164764	19-Aug-94
Virgin Islands (American)	BREATH SAVERS			2464	5-Feb-92
Zambia	BREATH SAVERS	330/2000	10-May-00		