

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 Global, Inc.		12/17/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Kraft Foods Holdings, Inc.		
Street Address:	Three Lakes Drive		
City:	Northfield		
State/Country:	ILLINOIS		
Postal Code:	60093		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	2095563	CLUB SOCIAL	
Registration Number:	2037699	DREAM PUFFS	
Registration Number:	1766074	OJO	
Registration Number:	2576313	RED OVAL FARMS	
Registration Number:	1665964	BUTTER-COCONUTS	
Registration Number:	2525288		
CORRESPONDENCE DATA			
Fax Number:	(847)646-5101		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	8476468657		
Email:	trademark@kraft.com		
Correspondent Name:	Susan H. Frohling		
Address Line 1:	Three Lakes Drive		
Address Line 4:	Northfield, ILLINOIS 60093		
ATTORNEY DOCKET NUMBER:	57547 ASSIGNMENT		

CH \$165.00 2095563

NAME OF SUBMITTER:	Susan H. Frohling
Signature:	/shf/
Date:	12/18/2007
Total Attachments: 3 source=Certificate of Amendment#page1.tif source=Certificate of Amendment#page2.tif source=Assignment#page1.tif	

Delaware

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The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "KRAFT FOODS NORTH AMERICA, INC.", CHANGING ITS NAME FROM "KRAFT FOODS NORTH AMERICA, INC." TO "KRAFT FOODS GLOBAL, INC.", FILED IN THIS OFFICE ON THE NINETEENTH DAY OF MARCH, A.D. 2004, AT 9:54 O'CLOCK A.M.

0894018 8100

071314435

You may verify this certificate online
at corp.delaware.gov/authvax.shtml



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6232200

DATE: 12-12-07

TRADEMARK
REEL: 003680 FRAME: 0303

State of Delaware
 Secretary of State
 Division of Corporations
 Delivered 10:00 AM 03/19/2004
 FILED 09:54 AM 03/19/2004
 SVY 040204374 - 0494016 2112

**CERTIFICATE OF AMENDMENT
 OF
 RESTATED CERTIFICATE OF INCORPORATION
 OF
 KRAFT FOODS NORTH AMERICA, INC.**

FIRST: That by Unanimous Written Consent of the Board of Directors of Kraft Foods North America, Inc., a corporation organized under the General Corporation Law of the State of Delaware (the "Corporation"), a resolution was duly adopted setting forth a proposed amendment of the Restated Certificate of Incorporation of the Corporation, declaring said amendment to be in the best interests of the Corporation and submitting the amendment for a vote of the sole stockholder of the Corporation for consideration thereof. The resolution setting forth the proposed amendment is as follows:

RESOLVED, that the Restated Certificate of Incorporation of this corporation be amended by changing the Article thereof numbered 'FIRST' so that, as amended, said article shall be read as follows:

"The name of the Corporation is **KRAFT FOODS GLOBAL, INC.**"

SECOND: That thereafter, the sole stockholder of the Corporation executed a Written Consent of Stockholder, in accordance with Section 22B of the General Corporation Law of the State of Delaware, in which consent the sole stockholder approved said amendment to the Corporation's Restated Certificate of Incorporation.

THIRD: That said amendment was duly adopted in accordance with the provisions of Section 242 of the General Corporation Law of the State of Delaware.

FOURTH: That the capital of the Corporation shall not be reduced under or by reason of said amendment.

FIFTH: That this Certificate of Amendment shall be effective upon filing with the Office of the Secretary of State of Delaware.

IN WITNESS WHEREOF, said Corporation has caused this certificate to be signed by Marc S. Firestone, an authorized officer, this 16th day of March 2004.

KRAFT FOODS NORTH AMERICA, INC.

By:

Marc S. Firestone
 Marc S. Firestone
 Executive Vice President,
 General Counsel and Corporate Secretary

ASSIGNMENT OF TRADEMARK

WHEREAS, Kraft Foods Global, Inc., a Delaware corporation, formerly Kraft Foods North America, Inc., a Delaware corporation (Assignor), is the owner of the trademarks listed on Schedule "A", attached hereto and incorporated herein by reference (the " Trademark "); and

WHEREAS, Kraft Foods Holdings, Inc., ("Assignee"), desires to acquire the entire right, title and interest in, to and under said Trademark, including the right to bring actions for infringement of the Trademark occurring prior the date of this Assignment.

NOW THEREFORE, for good and other valuable and legally sufficient consideration, the receipt and legal sufficiency of which are hereby acknowledged by Assignor, Assignor does hereby sell, assign, transfer and set over to said Assignee all its right, title and interest in, to and under said Trademark, together with the goodwill of the business symbolized by the Trademark, together with all rights and privileges granted and secured thereby, including the right to sue and recover for any past infringement, said rights to be held and enjoyed by Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if this Assignment and sale had not been made.

All Trademarks, either present or future, which as unassignable by Assignor, whether of law or by contract or otherwise, or which if assigned would cause Assignor to be in breach of the terms of a contract, or would result in a taxable event if transferred, shall not be assigned, and are not assigned by Assignee by this instrument.

IN WITNESS WHEREOF, Assignor has executed this Assignment as of 17 December, 2007.

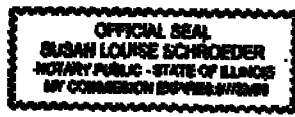
KRAFT FOODS GLOBAL, INC.

By: Beverly M. Brooks
BEVERLY M. BROOKS

STATE OF ILLINOIS
COUNTY OF COOK

On this 17TH day of DECEMBER, 2007, before me, a Notary Public in and for the County and State aforesaid, appeared BEVERLY M. BROOKS, to me personally known to be the same person who subscribed to the foregoing instrument, and acknowledged that execution of said document was a free and voluntary act for the uses and purposes therein expressed. WITNESS my hand and seal the day and year last above given.

Notary Public: Susan Louise Schroeder
My Commission expires: 7-22-09



Official Seal

SCHEDULE "A"

TRADEMARK	REGISTRATION NO.
CLUB SOCIAL	2095563
DREAM PUFFS	2087699
QTY AND DESIGN	1766074
REDWYAL FARMS AND DESIGN	2576313
BUTTER GOICONITS AND DESIGN	1465964
MISCELLANEOUS DESIGN	2525288