

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
Chupa Chups S.A.		12/20/2007	CORPORATION: SPAIN

RECEIVING PARTY DATA

Name:	Perfetti Van Melle Spa
Street Address:	Via XXV Aprile, 20020 Lainate
City:	Milan
State/Country:	ITALY
Entity Type:	CORPORATION: ITALY

PROPERTY NUMBERS Total: 16

Property Type	Number	Word Mark
Registration Number:	2205790	CHUPA CHUPS
Registration Number:	2783493	CHUPA CHUPS MOCHA FLAVOUR MOCHA
Registration Number:	2601788	CHUPA CHUPS
Registration Number:	2396044	CHUPA CHUPS
Registration Number:	2910250	CHUPA GURTS
Registration Number:	1672714	CRAZY DIPS
Registration Number:	3019989	CREMOSA BY CHUPA CHUPS
Registration Number:	2393736	
Registration Number:	3123050	RUSH ROX
Registration Number:	2834839	S
Registration Number:	2259844	S
Registration Number:	1988845	SMINT
Registration Number:	2063605	SMINT
Registration Number:	2270180	SMINT
Registration Number:	2271399	SMINT

OP \$415.00 2205790

Registration Number: 2364021

CORRESPONDENCE DATA

Fax Number: (202)393-5350

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

Phone: 2026386666

Email: trademark@jhip.com

Correspondent Name: George W. Lewis

Address Line 1: 400 7th Street NW

Address Line 4: Washington, DISTRICT OF COLUMBIA 20004

ATTORNEY DOCKET NUMBER:

G12668

DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

George W. Lewis

Signature:

/george lewis/

Date:

03/27/2008

Total Attachments: 3

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CONFIRMATORY TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made this date between **Chupa Chups S.A.**, a corporation duly organized and existing under the laws of Spain with a place of business at WTC Almeda Park Number 2, Plaça de la Pau s/n, 08940 Cornellà de Llobregat, Barcelona, Spain (hereinafter referred to as "Assignor"), and **Perfetti Van Melle Spa**, a corporation duly organized and existing under the laws of Italy, with a place of business at Via XXV Aprile 7, 20020 Lainate, Milan, Italy, (hereinafter referred to as "Assignee").

WHEREAS, Assignor has adopted and used and is the owner of record of the trademarks and corresponding registrations set forth on the attached Schedule (hereinafter referred to as the "Assigned Trademarks"); and

WHEREAS, Assignor and Assignee previously entered into a Transfer Agreement executed on Dec. 20, 2007 which, *inter alia*, assigned to Assignee as of October 1, 2007 the "Assigned Trademarks" and

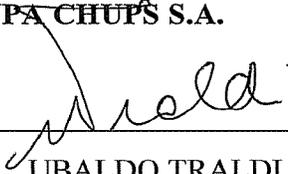
WHEREAS, Assignee agreed to execute any further papers necessary to effect transfer of the Assigned Trademarks to secure the Assignee in its full and complete enjoyment of its right to the Assigned Trademarks; and

NOW, THEREFORE, for good and valuable consideration the receipt of which is hereby acknowledged, Assignor does hereby sell, assign, set over and transfer to Assignee, as of October 1, 2007 the entire right, title and interest in and to the Assigned Trademarks, together with the whole of the goodwill of the business pertaining thereto, the same and the rights of Assignor to be held and enjoyed by Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives, at common law and/or to the end of the term or terms for which registration of the Assigned Trademarks, may be granted, or renewed, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made; together with all claims and damages by reason of past infringement of the Assigned Trademarks with the right to sue for and collect the same for its own use and benefit, and for the use and on behalf of its successors, assigns or other legal representatives.

AND, Assignor agrees, at the request of Assignee, to execute any further papers necessary to effect transfer of the Assigned Trademarks to secure the Assignee in its full and complete enjoyment of its right to the Assigned Trademarks.

IN TESTIMONY WHEREOF, Assignor has caused its name to be signed and its seal to be affixed, by its duly authorized officer, this 18 day of March, 2008.

CHUPA CHUPS S.A.

By: 
Name: UBALDO TRALDI
Title: Chief of the Board



CHUPA CHUPS, S.A.U.
WTC ALMEDA PARK 2
Plaça de la Pau, s/n.
08940 CORNELLÀ DE LLOBREGAT
(Barcelona) Spain

SCHEDULE

<u>Mark</u>	<u>Registration No.</u>	<u>Issued Date</u>
CHUPA CHUPS	2,205,790	
CHUPA CHUPS	2,783,493	
CHUPA CHUPS	2,601,788	
CHUPA CHUPS	2,396,044	
CHUPA GURTS	2,910,250	
CRAZY DIPS	1,672,714	
CREMOSA BY CHUPA CHUPS	3,019,989	
DAISY	2,393,736	
RUSH ROX	3,123,050	
S (LOGO)	2,834,839	
S	2,259,844	
SMINT	1,988,845	
SMINT	2,063,605	
SMINT	2,270,180	
SMINT	2,271,399	
ESPOSITORE TUBO VUOTO	2,364,021	