

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
Hershey Chocolate & Confectionery Corporation		04/19/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Cadbury Beverages Delaware, Inc.		
Street Address:	900 King Street		
City:	Rye Brook		
State/Country:	NEW YORK		
Postal Code:	10573		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78733504	BE SENSATIONAL!	
CORRESPONDENCE DATA			
Fax Number:	(717)534-7549		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	717-534-7911		
Email:	lduquette@hersheys.com		
Correspondent Name:	Lois B. Duquette		
Address Line 1:	100 Crystal A Drive		
Address Line 4:	Hershey, PENNSYLVANIA 17033		
NAME OF SUBMITTER:	Lois B. Duquette		
Signature:	/Lois B. Duquette/		
Date:	04/22/2008		

OP \$40.00 78733504

Total Attachments: 2

900104740

**TRADEMARK
 REEL: 003764 FRAME: 0229**

source=BE SENSATIONAL Trademark Assignment#page1.tif

source=BE SENSATIONAL Trademark Assignment#page2.tif

Trademark Assignment

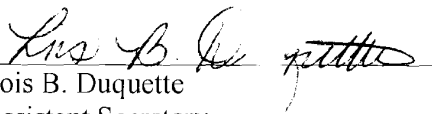
WHEREAS, Hershey Chocolate & Confectionery Company, a corporation organized and existing under the laws of Delaware (“Hershey”) is the owner in the United States of the trademark for BE SENSATIONAL! for candy, including United States Registration No. 3,220,787 therefore (the “Trademark”); and

WHEREAS, Cadbury Beverages Delaware, Inc., a corporation organized and existing under the laws of Delaware (“Cadbury”), desires to acquire the Trademark;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Hershey does hereby assign, set over and transfer to Cadbury, its successors and assigns, any and all of Hershey’s right, title and interest in and to the Trademark in the United States, together with the goodwill of the business symbolized thereby, and the registration therefore.

Seller hereby authorizes and requests the United States Commissioner of Patents and Trademarks to record Cadbury as sole owner of the entire right, title and interest in and to United States Registration No. 3,220,787 for the sole use and enjoyment of Cadbury, its successors, assigns or other legal representatives.

HERSHEY CHOCOLATE & CONFECTIONERY COMPANY

By : 
Name : Lois B. Duquette
Title : Assistant Secretary
Date : April 19, 2008

STATE OF PENNSYLVANIA)
) ss.:
COUNTY OF DAUPHIN)

On April __, 2008, before me personally came Lois B. Duquette to me known, by me duly sworn, did depose and say: that deponent is the Assistant Secretary of Hershey Chocolate & Confectionery Corporation and an authorized representative of Hershey Chocolate & Confectionery Corporation, the corporation which executed the foregoing Trademark Assignment; and that deponent was authorized to sign the Trademark Assignment on behalf of said corporation.

Carol A. Danz

Notary Public

NOTARIAL SEAL
Carol A. Danz, Notary Public
Derry Twp., Dauphin County
My commission expires May 2, 2009