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.		06/29/2005	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Wm. Wrigley Jr. Company
Street Address:	410 North Michigan Avenue
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60611
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Registration Number:	1736855	CINOMON
Registration Number:	2809502	LIFE SAVERS
Registration Number:	1816061	SMITH KENDON

CH $90.00 1736855

CORRESPONDENCE DATA

Fax Number: (312)645-3503
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 312-644-2121
Email: trademark.department@wrigley.com
Correspondent Name: Stacy Chronopoulos
Address Line 1: 410 North Michigan Avenue
Address Line 4: Chicago, ILLINOIS 60611

NAME OF SUBMITTER:	Stacy P. Chronopoulos
Signature:	/Stacy P. Chronopoulos/
Date:	10/09/2008

Total Attachments: 2
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ASSIGNMENT OF TRADEMARKS AND SERVICESMARKS

This Assignment of Trademarks and Servicemarks ("Assignment") is made as of June 29, 2005, by Kraft Foods Global, Inc., a Delaware Corporation, all subsidiaries and affiliates, which include without limitation Kraft Foods Holdings, Inc., and Kraft Canada, Inc. ("Assignor"), to Wm. Wrigley Jr. Company, a Delaware corporation ("Assignee").

Assignor desires to transfer and assign to Assignee, and Assignee desires to accept the transfer and assignment of, all of Assignor's worldwide right, title and interest in, to and under Assignor's name Assignor's registered and unregistered domestic and foreign trademarks, trade names and servicemarks, all associated registrations and applications therefore and any renewals and extensions thereof, transferred pursuant to a certain Asset Purchase Agreement dated November 14, 2004, entered into between the parties ("Agreement"), including those set forth in Exhibit A, (all of the foregoing being referred to herein as the "Marks").

Assignor, for and in acknowledgement of receipt of the consideration set forth in the Agreement, hereby transfers and assigns to Assignee, and Assignee hereby accepts the transfer and assignment of, all of Assignor's worldwide right, title and interest in, to and under the Marks, together with the goodwill of the business associated therewith and which is symbolized thereby, and all causes of action, all income, royalties and other payments, rights of recovery and claims for damages and other relief referring or pertaining to the Marks, including claims for past and future infringement, that may hereafter be secured under the laws now or hereafter in effect in all countries around the world, the same to be held and enjoyed by Assignee, its successors and assigns as fully and entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.

Assignor hereby agrees to cooperate with Assignee, and to execute all papers and documents and to perform such acts as Assignee may deem reasonably necessary to secure for Assignee, its successors or assigns, the rights assigned herein.

Assignor has executed and delivered this Assignment as of the date set forth above.

Kraft Foods Global, Inc.

By: Douglas W. Cherry

Name: Douglas W. Cherry

Title: Assistant Secretary

ASSIGNMENT OF TRADEMARKS AND SERVICE MARKS BETWEEN KRAFT FOODS HOLDINGS, INC. AND WM. WRIGLEY JR. COMPANY

Schedule A

TRADEMARK	REGISTRATION NO.
CINOMON	1,736,855
LIFE SAVERS	2,809,502
SMITH KENDON	1,816,061