

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
Mars, Incorporated		10/09/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	New Uno Holdings Corporation		
Street Address:	6885 Elm Street		
City:	McLean		
State/Country:	VIRGINIA		
Postal Code:	22101-3883		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	1221105	SKITTLES	
Registration Number:	2949268	SKITTLES	
Registration Number:	1331145	SKITTLES	
Registration Number:	1000007	STARBURST	
Registration Number:	1545544	STARBURST	
CORRESPONDENCE DATA			
Fax Number:	(212)484-3990		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	(212) 484-3900		
Email:	mitchell.leslie@arentfox.com, carvalho.cristina@arentfox.com, marks.sarah@arentfox.com, sheridan.anne@arentfox.com		
Correspondent Name:	Leslie K. Mitchell		
Address Line 1:	1675 Broadway		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	027845.00001		

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TRADEMARK
REEL: 003868 FRAME: 0799

NAME OF SUBMITTER:	Leslie K. Mitchell
Signature:	/Leslie K. Mitchell/
Date:	10/09/2008
Total Attachments: 2 source=Mars NewUno (sexyIP)Document#page1.tif source=Mars NewUno (sexyIP)Document#page2.tif	

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made between Mars, Incorporated, a Delaware corporation, with a business address of 6885 Elm Street, McLean, Virginia 22101-3883 (hereinafter referred to as "Assignor"), and New Uno Holdings Corporation, a Delaware corporation, whose principal place of business is 6885 Elm Street, McLean, Virginia 22101-3883 (hereinafter referred to as "Assignee").

WHEREAS, Assignor is the owner of certain trademarks which are registered in the United States Patent and Trademark Office (hereinafter referred to as "Marks") and are listed in Schedule A, attached hereto and incorporated herewith and made part of this Assignment; and

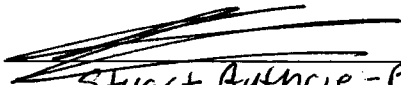
WHEREAS, Assignee is desirous of acquiring said Marks identified in Schedule A, along with the goodwill of the business pertaining thereto.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign, and transfer to Assignee, the entire right, title, and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks identified in Schedule A, and registrations thereof.

Date: October 9, 2008

MARS, INCORPORATED

By:


Stuart Guthrie-Brown

Title:

Authorized Officer

SCHEDULE A

Trademark Schedule

TRADEMARKS	Application No.	Registration No.
SKITTLES	73305850	1221105
SKITTLES	76541888	2949268
SKITTLES Stylized	73491330	1331145
STARBURST	72449666	1000007
STARBURST Stylized	73756140	1545544

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