

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
R. L. Albert & Sons, Inc.		09/09/2008	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Hershey Chocolate & Confectionery Corporation		
Street Address:	4860 Robb Street		
Internal Address:	Suite 204		
City:	Wheat Ridge		
State/Country:	COLORADO		
Postal Code:	80033		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	0839670	ICE CUBES	
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, The Hershey Company		
Address Line 1:	100 Crystal A Drive		
Address Line 4:	Hershey, PENNSYLVANIA 17033		
NAME OF SUBMITTER:	Lois B. Duquette		
Signature:	/Lois B. Duquette/		
Date:	10/22/2008		
Total Attachments: 1			

OP \$40.00 0839670

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TRADEMARK
REEL: 003875 FRAME: 0023

Trademark Assignment

WHEREAS, R.L. Albert & Sons Inc., a corporation organized and existing under the laws of New York with a place of business at 19 West Elm Street, Greenwich, Connecticut 06830 ("Assignor") has adopted, owns and is using the trademark ICE CUBES (the "Mark") in connection with candy in the United States; and

WHEREAS, Assignor owns a federal registration for the Mark on the Principal Register of the United States Patent and Trademark Office in connection with the goods and/or services identified therein, Registration No. 839,670, registered on November 28, 1967; and

WHEREAS, Hershey Chocolate & Confectionery Corporation, a corporation organized and existing under the laws of Delaware with its principle place of business at 4860 Robb Street, Suite 2004, Wheat Ridge, CO 80033 ("Assignee") desires to acquire the Mark and the above mentioned Registration No. 839,670;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledge, Assignor effective as of August 19th 2008 hereby assigns, sells and transfers to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the registration thereof.

R.L. ALBERT & SONS, INC.

By: [Signature] Date 9/9/08
 Name: FERRET ALBERT MARC ROBERT
 Title: EXECUTIVE VICE PRESIDENTS

SUBSCRIBED and SWORN to before me this 9th day of Sept 2008.

[Signature]
 Notary Public
 My Commission Expires: 3/31/2011