

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 Schweiz Holding GmbH	FORMERLY Kraft Foods Schweiz Holding AG	04/09/2009	COMPANY: SWITZERLAND
RECEIVING PARTY DATA			
Name:	Kraft Foods Deutschland Holding GmbH		
Street Address:	Langemarckstrasse 4-20		
City:	Bremen		
State/Country:	GERMANY		
Postal Code:	28199		
Entity Type:	COMPANY: GERMANY		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77435543	VERWÖHNAROMA	
Registration Number:	2230118	KRONUNG	
CORRESPONDENCE DATA			
Fax Number:	(847)646-5101		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	trademark@kraft.com, abi.adeleke@kraft.com		
Correspondent Name:	Abi Adeleke		
Address Line 1:	Three Lakes Drive		
Address Line 2:	NF 584		
Address Line 4:	Northfield, ILLINOIS 60093		
ATTORNEY DOCKET NUMBER:	67084 - P1E		
DOMESTIC REPRESENTATIVE			
Name:			

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Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:	abi adeleke
Signature:	/aa/
Date:	04/23/2009
Total Attachments: 3 source=DEUTSCHLAND#page1.tif source=DEUTSCHLAND#page2.tif source=DEUTSCHLAND#page3.tif	

ASSIGNMENT OF UNITED STATES AND CANADIAN TRADEMARKS

WHEREAS, Kraft Foods Schweiz Holding GmbH (previously Kraft Foods Schweiz Holding AG), a company organized and existing under the laws of Switzerland, and having its principal place of business at Chollerstrasse 4, 6301 Zug, Switzerland (previously Bellerivestrasse 203, 8008 Zurich, Switzerland) ("Assignor"), has been using certain trademarks in conjunction with its business, including but not limited to the trademark and registrations and common law marks, set forth in Appendix A attached hereto (collectively, the "Trademarks"); and

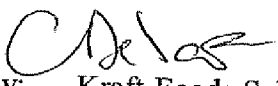

WHEREAS, Kraft Foods Deutschland Holding GmbH, a company organized and existing under the laws of Germany and having its principal place of business at Langemarckstrasse 4-20, 28199 Bremen, Germany ("Assignee"), is desirous of acquiring the entire right, title and interest in and to the Trademarks, including the right to bring actions for infringement of the Trademarks occurring prior to the date of this Assignment.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, the Assignor and the Assignee agree as follows:


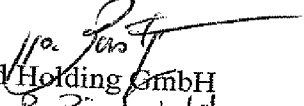
The Assignor has assigned, and transferred, and by these presents does assign, and transfer unto the Assignee, the Assignor's entire right, title and interests in and to the Trademarks used in conjunction with the Assignor's business, the appurtenant goodwill and the right to bring actions for infringements of the Trademarks occurring prior to the date of this Assignment.

IN TESTIMONY WHEREOF, the Assignee and Assignor have caused this Assignment of Canada and United States Trademarks to be executed by their authorized representative.

Date: March 25, 2009

 
By: Kraft Foods Schweiz Holding GmbH
Name: Constance Debaste Jan T. Otto
Title: Chief Counsel- Trademarks Senior Counsel- Trademarks
Global Intellectual Property Global Intellectual Property

Date: April 9, 2009

 
By: Kraft Foods Deutschland Holding GmbH
Name: R. Claussen P. Bastejfeld
Title: Dir. Finance Auth. Officer

Appendix A

Marks in the name of Kraft Foods Schweiz Holding GmbH (previously AG) to transfer to Kraft Foods Deutschland Holding GmbH

Country	Marks	Registration No.	Status
Canada	JACOBS	202313	Registered
Canada	JACOBS CAFE AND DESIGN	377546	Registered
Canada	KRONUNG	281236	Registered
Canada	MEDAILLE D'OR	306208	Registered
United States of America	KRONUNG	2230118	Registered
United States of America	VERWÖHNAROMA	77435543	Pending