

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Mars, Incorporated		04/29/2009	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	New Uno Holdings Corporation		
<b>Street Address:</b>	6885 Elm Street		
<b>City:</b>	McLean		
<b>State/Country:</b>	VIRGINIA		
<b>Postal Code:</b>	22101		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77440489	FAVORED	
<b>Serial Number:</b>	77408533	JUICY BURST	
<b>Registration Number:</b>	3314352	DISCO BERRY	
<b>Registration Number:</b>	3327784	HEY MANGO-RENA!	
<b>Registration Number:</b>	3309778	OPTIMUS LIME	
<b>Registration Number:</b>	1896369	TASTE THE RAINBOW	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(202)857-6395		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
<b>Phone:</b>	2027755701		
<b>Email:</b>	carvalho.cristina@arentfox.com		
<b>Correspondent Name:</b>	Cristina A. Carvalho		
<b>Address Line 1:</b>	1050 Connecticut Avenue, NW		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20036		
<b>ATTORNEY DOCKET NUMBER:</b>	027845.0000		

OP \$165.00 77440489

NAME OF SUBMITTER:	Cristina A. Carvalho
Signature:	/Cristina A. Carvalho/
Date:	04/30/2009
Total Attachments: 2 source=Executed Assignment-Mars to NUHC #page1.tif source=Executed Assignment-Mars to NUHC #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 "Assignor"), and New Uno Holdings Corporation, a Delaware corporation with a business address of 6885 Elm Street, McLean, Virginia 22101-3883 (hereinafter "Assignee").

WHEREAS, Assignor is the owner of the trademarks listed in Schedule A hereto (hereinafter the "Marks") and has either registered or filed applications to register the Marks with the U.S. Patent and Trademark Office; and


WHEREAS, Assignee is desirous of acquiring the Marks and the applications and registrations for the Marks, along with the goodwill of the business symbolized by the Marks, as the successor in interest to that portion of Assignor's ongoing and existing business to which the Marks pertain.

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

Date: April 29, 2009

MARS, INCORPORATED

By: \_\_\_\_\_

  
Stuart Guthrie Brown

Title: Authorized Officer

**SCHEDULE A**

**Trademark Schedule**

<b>TRADEMARK</b>	<b>Application No.</b>	<b>Registration No.</b>
DISCO BERRY	78/814608	<b>3314352</b>
FavoREDS	77/440489	<b>N/A</b>
HEY MANGO-RENA!	78/888927	<b>3327784</b>
JUICY BURST	77/408533	<b>N/A</b>
OPTIMUS LIME	78/888950	<b>3309778</b>
TASTE THE RAINBOW	74/498520	<b>1896369</b>