

RE 7/10/09

DOCUMENT ID NO.: 900138355

07-22-2009

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To the Director of the U. S. Patent a.

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ments or the new address(es) below.

1. Name of conveying party(ies):

BEACON SWEETS & CHOCOLATES (PTY) LIMITED

- Individual(s) Association
- General Partnership Limited Partnership
- Corporation – South Africa
- Other

Citizenship (see guidelines) South Africa

Additional name(s) of conveying party(ies) attached?
 YES NO

2. Name and address of receiving party(ies)

Name: **TIGER FOOD BRANDS INTELLECTUAL PROPERTY HOLDING COMPANY (PTY) LIMITED**

Street Address: 3010 William Nicol Drive

City: Bryanston 2021

State: N/A

Country: South Africa

Association Citizenship:

General Partnership Citizenship:

Limited Partnership Citizenship:

Corporation Citizenship: South Africa

Other Citizenship:

If assignee is not domiciled in the United States, a domestic representative designation is attached Yes No

(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached?
 YES NO

3. Nature of conveyance/Execution Date: Assigns the Entire Interest and the Goodwill

Execution Date(s): 05/07/2009

- Assignment Merger
- Security Agreement Change of Name
- Other:

4. Application number(s) or registration number(s) and identification or description of the Trademark:

A. Trademark Application No(s).

76/484,100; 76/484,105

B. Trademark Registration No.(s).

2,950,480; 3,009,132

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown): **MACTAVISH'S** (Reg. No. 2,950,480); **ST CHOCOLAT** (Reg. No. 3,009,132)

Additional numbers attached? YES NO

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: **BIRCH, STEWART, KOLASCH & BIRCH, LLP**

Street Address: **P.O. BOX 747**

City: **FALLS CHURCH** State: **VA** ZIP: **22040-0747**

Country: **USA**

Phone Number: **703-205-8000**

Fax Number: **703-205-8050**

Email Address: **mailroom@bskb.com**

6. Total number of applications and registrations involved: **Two (2)**

7. Total fee (37 C.F.R. § 2.6(b)(6) & 3.41): **\$65.00**

- Enclosed
- Authorized to be charged to deposit account, if no fee attached.

8. Deposit account number: **02-2448**

(Attach duplicate copy of this page if paying by deposit account)

9. Signature.

Robert J. Kenney

Name of Person Signing/Reg. No.

Signature

July 16, 2009

Date

Total number of pages including cover sheet, attachments, and documents: **Six (6)**

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

~~07/10/2009~~
~~900138355~~

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
BEACON SWEETS & CHOCOLATES (PTY) LIMITED		05/07/2009	CORPORATION:

RECEIVING PARTY DATA

Name:	TIGER FOOD BRANDS INTELLECTUAL PROPERTY HOLDING COMPANY (PTY) LIMITED
Street Address:	3010 William Nicol Drive
City:	Bryanston 2021
State/Country:	SOUTH AFRICA
Entity Type:	CORPORATION:

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	2950480	MACTAVISH'S
Registration Number:	3009132	ST CHOCOLAT

CORRESPONDENCE DATA

Fax Number: (703)205-8050
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 7032058000
Email: searsk@bskb.com
Correspondent Name: Robert J. Kenney
Address Line 1: P.O. Box 747
Address Line 4: Falls Church, VIRGINIA 22040-0747

ATTORNEY DOCKET NUMBER:	5310-0110US1, 0111US1
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DOMESTIC REPRESENTATIVE

Name: BIRCH, STEWART, KOLASCH & BIRCH, LLP
Address Line 1: P.O. Box 747

CH \$65.00 2950480

Address Line 4: Falls Church, VIRGINIA 22040-0747

NAME OF SUBMITTER:

Robert J. Kenney

Signature:

/Robert J. Kenney/

Date:

07/10/2009

Total Attachments: 1

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TRADEMARK

REEL: 004029 FRAME: 0206

DEED OF ASSIGNMENT WITH GOODWILL OF ASSIGNED MARK

THIS ASSIGNMENT is made the 5th day of April 2004 between **BEACON SWEETS & CHOCOLATES (PTY) LIMITED**, c/o Tiger Brands Offices, Sanlam Park West Block, 2nd Floor, Corner Bute Lane and Fredman Drive, Sandton, South Africa (hereinafter referred to as the "Assignor") of the one part and **TIGER FOOD BRANDS INTELLECTUAL PROPERTY HOLDING COMPANY (PTY) LIMITED**, 3010 William Nicol Drive, Bryanston 2021, South Africa (hereinafter referred to as the "Assignee") of the other part

WHEREAS, the Assignor has adopted and used in the United States the trademarks listed in the Schedule hereto and is the owner of the registrations thereof shown in the said Schedule; and
WHEREAS, the Assignee wishes to acquire all of Assignor's rights in and to the Trademarks and the good will associated therewith.

NOW THEREFORE, in consideration of US\$10.00 and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby assigns, transfers and conveys to the Assignee all rights, title and interests in and to the Trademark and the registration thereof together with the *goodwill of the business* which is symbolized by the Trademarks and with the right to recover for damages and profits and all other remedies for past infringements thereof.

THE SCHEDULE

Trademark	App No. / Reg No.
MACTAVISH'S	7675484,100 / 2,950,480
ST CHOCOLAT	76/484,105 / 3,009,132

Assignor: **BEACON SWEETS & CHOCOLATES (PTY) LIMITED**

Signed, sealed and delivered before

me this 07th day of May 2009 By:

J. N. M. Duddle

Notary Public

Title: _____

Assignee: **TIGER FOOD BRANDS INTELLECTUAL PROPERTY HOLDING COMPANY (PTY) LIMITED**

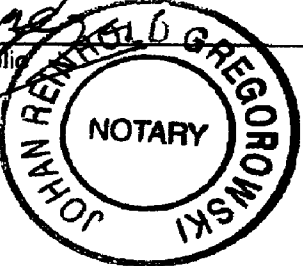
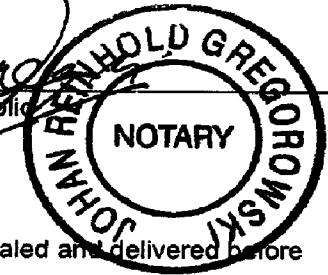
Signed, sealed and delivered before

me this 07th day of May 2009 By:

J. N. M. Duddle

Notary Public

Title: Company Secretary



BY: TIGER FOOD BRANDS INTELLECTUAL PROPERTY HOLDING COMPANY (PTY) LIMITED, 3010 William Nicol Drive, Bryanston 2021, South Africa
MARK: MACTAVISH'S / ST CHOCOLAT
REGISTERED: REGD / REGD
APPLICATION NO: 76/484,100 / 76/484,105
REGISTRATION NO: 2,950,480 / 3,009,132

Commissioner of Trademarks
P.O. Box 1451
Alexandria, Virginia 22313-1451

**NEW POWER OF ATTORNEY AND
CHANGE OF CORRESPONDENCE ADDRESS**

Applicant hereby revokes all previous powers of attorney and appoints:

Robert J. Kenney, James M. Slattery (Reg. No. 28,380), Michael K. Mutter (Reg. No. 29,680), Charles Gorenstein (Reg. No. 29,271), Paul C. Lewis (Reg. No. 43,368), Terrell C. Birch (Reg. No. 19,382), Raymond C. Stewart (Reg. No. 21,066), Joseph A. Kolasch (Reg. No. 22,463), Leonard R. Svensson (Reg. No. 30,330)

its attorneys to prosecute this application to register, to transact all business in the Patent and Trademark Office in connection therewith, and to receive the Certificate of Registration. Address all correspondence relative thereto to the abovementioned law firm.

APPOINTMENT OF DOMESTIC REPRESENTATIVE

The law firm of Birch, Stewart, Kolasch & Birch, LLP
P.O. Box 747 Falls Church, VA 22040-0747

is hereby designated applicant's representative upon whom notice of process in proceedings affecting this mark may be served.

Signed this 7th day of May, 2009

By: *Jan William Martin Isdale*

TIGER FOOD BRANDS INTELLECTUAL PROPERTY HOLDING COMPANY (PTY) LIMITED
Jan William Martin Isdale
(Typed Name)

Company Secretary
(Title).