

DOCUMENT ID NO.: 900138269

07-22-2009

RECC



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To the Director of the U. S. Patent and

103568139

is or the new address(es) below.

7-16-09

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

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:

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

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

A. Trademark Application No(s).

73/096,396

B. Trademark Registration No.(s).

1,061,327

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown): BEACON

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: **One (1)**

7. Total fee (37 C.F.R. § 2.6(b)(6) & 3.41): **\$40.00**

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.

July 16, 2009
Date

Total number of pages including cover sheet, attachments, and documents: **Five (5)**

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

~~07/09/2009~~
~~900138269~~

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: SOUTH AFRICA

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: 1

Property Type	Number	Word Mark
Registration Number:	1061327	BEACON

CORRESPONDENCE DATA

Fax Number: (703)205-8050
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 703-205-8000
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: 5310-0104US1

DOMESTIC REPRESENTATIVE

Name: BIRCH, STEWART, KOLASCH & BIRCH, LLP
Address Line 1: P.O. Box 747
Address Line 4: Falls Church, VIRGINIA 22040-0747

CH \$40.00 1061327

NAME OF SUBMITTER:	Robert J. Kenney
Signature:	/Robert J. Kenney/
Date:	07/09/2009
Total Attachments: 1 source=2009-07-09 Assignment document#page1.tif	

**DEED OF ASSIGNMENT WITH GOODWILL
OF ASSIGNED MARK**

THIS ASSIGNMENT is made the 5th day of April 2004 between BEACON SWEETS & CHOCOLATES (PTY) LIMITED, 36 Phillip Frame Street, Jacobs, Durgan, KwaZulu-Natal 4052, 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
BEACON**

**App No. / Reg No.
096396 / 1,061,327**

Assignor: BEACON SWEETS & CHOCOLATES (PTY) LIMITED

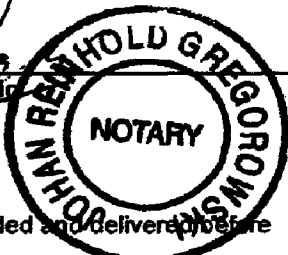
Signed, sealed and delivered before

me this 07th day of May 2009. By:

J. W M Dade

Title: _____

[Signature]
Notary Public



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

Signed, sealed and delivered before

me this 07th day of May 2009. By:

J. W M Dade

Title: Company Secretary

[Signature]
Notary Public

