

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Hero		03/09/2009	CORPORATION: SWITZERLAND

RECEIVING PARTY DATA

Name:	Hero AG
Street Address:	5600
City:	Lenzburg
State/Country:	SWITZERLAND
Entity Type:	CORPORATION: SWITZERLAND

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Registration Number:	3201284	FRUIT2DAY
Registration Number:	0574752	HERO
Registration Number:	1230132	HERO
Registration Number:	1495269	HERO
Registration Number:	2927897	HERO
Registration Number:	2962543	HERO
Registration Number:	2873182	HERO BABY
Registration Number:	3212920	HERO MUESLY
Registration Number:	3212918	HERO MUESLY
Serial Number:	77367251	FRUIT 2 DAY
Serial Number:	78767790	HERO FRUIT2DAY

CORRESPONDENCE DATA

Fax Number: (212)370-1819
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212 661 1400

OP \$290.00 3201284

Email: ddonnelly@vonmaltitz.com
Correspondent Name: Diane Donnelly
Address Line 1: von Maltitz, Derenberg, Kunin et al
Address Line 2: 60 East 42nd Street, Suite 2446
Address Line 4: New York, NEW YORK 10165

ATTORNEY DOCKET NUMBER:	5700/239
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DOMESTIC REPRESENTATIVE

Name: Diane Donnelly
Address Line 1: von Maltitz, Derenberg, Kunin, et al
Address Line 2: 60 East 42nd Street, Suite 2446
Address Line 4: New York, NEW YORK 10165

NAME OF SUBMITTER:	Diane Donnelly
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Signature:	/Diane Donnelly/
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Date:	08/17/2009
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Total Attachments: 0

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