

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
Greg Todtman		09/24/2009	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Hershey Chocolate & Confectionery Corporation		
Street Address:	4860 Robb Street, Suite 204		
City:	Wheat Ridge		
State/Country:	COLORADO		
Postal Code:	80033		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77703038	HAVE AN ICED DAY	
CORRESPONDENCE DATA			
Fax Number:	(717)534-7549		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	717-534-7911		
Email:	lduquette@hersheys.com		
Correspondent Name:	Lois B. Duquette c/o The Hershey Company		
Address Line 1:	100 Crystal A Drive		
Address Line 4:	Hershey, PENNSYLVANIA 17033		
NAME OF SUBMITTER:	Lois B. Duquette		
Signature:	/Lois B. Duquette/		
Date:	09/25/2009		
Total Attachments: 1 source=HAVE AN ICED DAY ASSIGMENT#page1.tif			

OP \$40.00 77703038

Exhibit B
TRADEMARK ASSIGNMENT
HAVE AN ICED DAY

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Greg Todtman, a US citizen with an addresses of 225 West 10th Street #3A New York, New York 10014 (ASSIGNOR), hereby assigns, sells, conveys and transfers to HERSHEY CHOCOLATE & CONFECTIONERY CORPORATION, a Delaware corporation with a business address of 4860 Robb Street, Suite 204, Wheat Ridge, Colorado 80033 (ASSIGNEE), all rights, title and interests in and to US Trademark Application Serial No. 77703038 for the mark **HAVE AN ICED DAY**, the goodwill of the business with which the mark is to be used, that portion of the business with which the mark will be used which is ongoing and existing, and all past or present claims for damages by reason of infringement, with the right to sue for and collect the same for, its own use and for the use of its successors and assigns. ASSIGNEE is a successor to the ASSIGNOR'S business, or portion of the business to which the mark pertains, and that business is ongoing and existing.

ASSIGNOR: Greg Todtman

Signed: _____

Date: _____


9/24/09

STATE OF NEW YORK)
) SS:
COUNTY OF QUEENS)

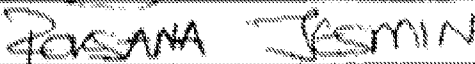
Before me the undersigned, a Notary Public for QUEENS County, State of New York, personally appeared Greg Todtman, being first duly sworn by me upon oath, say that the facts alleged in the foregoing instrument are true. Signed and sealed this 24 day of September, 2009.

Notary Public _____

Printed Name _____

My Commission Expires: _____

County of Residence: _____


ROKSANA JESMIN

June 23, 2012

QUEENS

ROKSANA JESMIN
Notary Public, State of New York
No. 01JE618900
Qualified in Queens County
Commission Expires June 23, 2012