

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
Kraft Pizza Company		07/21/2010	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Societe des Produits Nestle S.A.
Street Address:	Case Postale 353
City:	1800 Vevey
State/Country:	SWITZERLAND
Postal Code:	0
Entity Type:	CORPORATION: SWITZERLAND

PROPERTY NUMBERS Total: 13

Property Type	Number	Word Mark
Registration Number:	1691796	DOUBLE TOP
Registration Number:	1874081	JACK'S
Registration Number:	1897661	JACK'S
Registration Number:	1507390	JACK'S ORIGINAL
Registration Number:	1745369	NATURALLY RISING PIZZA
Registration Number:	2024940	PIZZA BURSTS
Registration Number:	2076043	RISING CRUST
Registration Number:	1566185	SUPERCHEESE
Registration Number:	0965679	TOMBSTONE
Registration Number:	3035548	TOMBSTONE
Registration Number:	1967176	TOMBSTONE FOR ONE
Registration Number:	1656960	TOMBSTONE LIGHT
Registration Number:	2573873	WHAT DO YOU WANT ON YOUR TOMBSTONE?

OP \$340.00 1691796

CORRESPONDENCE DATA

Fax Number: (818)637-3311
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 818-549-6726
Email: robert.sanders@us.nestle.com
Correspondent Name: Nestle USA, Inc.
Address Line 1: 800 N. Brand Blvd., 14th Floor
Address Line 4: Glendale, CALIFORNIA 91203

DOMESTIC REPRESENTATIVE

Name: Nestle USA, Inc.
Address Line 1: 800 N. Brand Blvd., 14th Floor
Address Line 4: Glendale, CALIFORNIA 91203

NAME OF SUBMITTER:	Robert Sanders
Signature:	/Bob Sanders/
Date:	08/05/2010

Total Attachments: 3
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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (the "*Assignment*") is effective as of 21 July 2010 (the "*Effective Date*"), and is by and between KRAFT PIZZA COMPANY, a Delaware limited liability company, (together with its Affiliates, "*Assignor*"), and SOCIÉTÉ DES PRODUITS NESTLÉ S.A., a société anonyme organized under the laws of Switzerland, ("*Assignee*").

RECITALS

WHEREAS, Assignor has agreed to assign to Assignee certain trademarks as listed on Exhibit A to this Assignment (the "*Marks*"); and

WHEREAS, to effect the transfer of the Marks as contemplated in the General Intellectual Property Transfer Agreement dated 1st March 2010, by and between Assignor and Assignee (the "*Transfer Agreement*"), Assignor and Assignee desire to enter into this Assignment.

NOW, THEREFORE, pursuant to the Transfer Agreement, Assignor does hereby sell, assign, transfer, convey and deliver to Assignee, all of the right, title, and interest of Assignor in and to the Marks and all goodwill associated therewith, together with all claims for damages and other remedies by reason of past infringements of the Marks, whether arising prior to or subsequent to the date of this Assignment, along with the right to sue for and collect such damages and other remedies for the use and benefit of Assignee and its successors, assigns and other legal representatives, and Assignor does hereby authorize and request the Commissioner of Patents and Trademarks of the United States, and, in the case of any trademark applications filed with any office of any country or countries foreign to the United States, any officer of such country whose duty it is to issue trademark registrations or other evidence or forms of intellectual property protection or applications as aforesaid, to issue the same to Assignee and its successors, assigns and other legal representatives in accordance with the terms of this Assignment.

[Signatures continue on next page]

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed as of the Effective Date.

KRAFT PIZZA COMPANY

By: William J. Miller Jr. *BM*

Name: William J. Miller Jr.

Title: Senior Vice President

IN WITNESS WHEREOF, Assignee has caused this Assignment to be executed as of the Effective Date.

SOCIÉTÉ DES PRODUITS NESTLÉ S.A.

By: *Laurent Venetz*

Name: Laurent Venetz

Title: Authorised Signatory



SCHEDULE

Country Name	TM Status	Trademark Name	Reg. Number
U.S.A	Registration	DOUBLE TOP	1691796
U.S.A	Registration	JACK'S	1874081
U.S.A	Registration	JACK'S	1897661
U.S.A	Registration	JACK'S ORIGINAL	1507390
U.S.A	Registration	NATURALLY RISING PIZZA	1745369
U.S.A	Registration	PIZZA BURSTS	2024940
U.S.A	Registration	RISING CRUST	2076043
U.S.A	Registration	SUPERCHEESE	1566185
U.S.A	Registration	TOMBSTONE	965679
U.S.A	Registration	TOMBSTONE	3035548
U.S.A	Registration	TOMBSTONE FOR ONE	1967176
U.S.A	Registration	TOMBSTONE LIGHT	1656960
U.S.A	Registration	WHAT DO YOU WANT ON YOUR TOMBSTONE?	2573873

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