

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
M C P Foods, Inc.		09/28/2010	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Kraft Foods Global Brands LLC		
<b>Street Address:</b>	Three Lakes Drive		
<b>City:</b>	Northfield		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60093		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2342762	MCP	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(847)646-5101		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	847-646-4074		
Email:	sptakmiles@kraft.com		
Correspondent Name:	Mary Carragher		
Address Line 1:	Three Lakes Drive		
Address Line 4:	Northfield, ILLINOIS 60093		
ATTORNEY DOCKET NUMBER:	MCP/DESSERTS/66738		
NAME OF SUBMITTER:	Demetra Merikas		
Signature:	/Demetra Merikas/		
Date:	10/15/2010		

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Total Attachments: 2

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Trademark Assignment

WHEREAS, M C P Foods, Inc., a corporation organized and existing under the laws of Delaware ("MCP"), is the owner in the United States of the trademark MCP and Design for "fruit pectin compositions for making jams, jellies, custards, candies and the like", U.S. Registration No. 2,342,762 (the "Trademark"); and

WHEREAS, Kraft Foods Global Brands LLC, a limited liability company organized and existing under the laws of Delaware ("Kraft"), desires to acquire the Trademark;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, MCP does hereby assign, set over and transfer to Kraft, its successors and assigns, any and all of MCP's right, title, and interest in and to the Trademark in the United States, together with the goodwill of the business symbolized thereby, and the registration therefore.

MCP hereby authorizes and requests the United States Commissioner of Patents and Trademarks to record Kraft Foods Global Brands LLC as sole owner of the entire right, title and interest in and to United States Registration No. 2,342,762, for the sole use and enjoyment of Kraft, its successors, assigns or other authorized legal representatives. Kraft agrees to release MCP and any and all of its affiliates from any liability or claim related to this assignment.

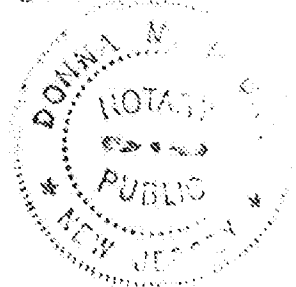
M C P Foods, Inc.

By : [Signature]  
Name : Lisa Axt Alexander  
Title : Corporate Secretary  
Date : Sept. 28, 2010

Notary Certificate:

On Sept. 28, 2010, before me personally came Lisa Axt Alexander, to me known, by me duly sworn, is the Corp. Secretary of M C P, Inc., and an authorized representative of M C P, Inc., the corporation which executed the foregoing Trademark Assignment; and was authorized to sign the trademark Assignment on behalf of said corporation.

[Signature]  
Notary Public DONNA M. HUDAK  
My Commission Expires: NOTARY PUBLIC OF NEW JERSEY  
I.D. # 2377245  
Commission Expires 8/26/2013



Agreed and accepted:

Kraft Foods Global Brands LLC

By: Kraft Foods Global Brands, Inc.  
Its Sole Member

By: Susan H. Frohling  
Susan H. Frohling  
Title: Chief Trademark Counsel

Date: 10/15/10