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 Foods Global, Inc.		01/01/2011	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Kraft Foods Global Brands LLC
Street Address:	Three Lakes Drive
City:	Northfield
State/Country:	ILLINOIS
Postal Code:	60093
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 191

Property Type	Number	Word Mark
Registration Number:	3437271	$CORE
Registration Number:	3181557	2-WAY WHITENING POWER
Registration Number:	3124749	A MOUTH'S BEST FRIEND
Registration Number:	3055311	ACTIZOL
Registration Number:	3354339	ACTIZOL CHLOROPHYLL/CLOROFILA
Registration Number:	2638585	ADAMS
Registration Number:	2899523	ADAMS
Registration Number:	0113665	ADAMS
Registration Number:	3432482	ALWAYS MANDARIN
Registration Number:	3146657	AQUALIFE
Registration Number:	2660071	ARCTIC CHILL
Registration Number:	3178396	AVALANCHE MINT
Registration Number:	3596312	B BURSTS
Registration Number:	3115004	B-EXPLOSIVE

CH $4790.00 3437271

Registration Number:	2937014	B
Registration Number:	1794390	BE CERTAIN WITH CERTS
Registration Number:	0520878	BEEMANS
Registration Number:	0227611	ADAMS BLACK JACK CHEWING GUM
Registration Number:	0522328	BLACK JACK
Registration Number:	2061886	BLUE BLOWOUT
Registration Number:	2908598	BUBBALOO
Registration Number:	1483741	BUBBALOO
Registration Number:	2946744	BUBBLICIOUS
Registration Number:	1064061	BUBBLICIOUS
Registration Number:	3295705	BUBBLICIOUS
Registration Number:	2900077	BUBBLICIOUS
Registration Number:	3115186	BUBBLICIOUS
Registration Number:	2974254	BUBBLICIOUS BURSTS
Registration Number:	2946720	BUBBLICIOUS CARNIVAL COTTON CANDY
Registration Number:	3309702	BUBBLICIOUS INK'D
Registration Number:	1847432	CHICLETS
Registration Number:	1423105	C
Registration Number:	1889394	C
Registration Number:	2953463	CARING ABOUT AMERICA'S TEETH
Registration Number:	0611194	CERTS
Registration Number:	2946822	CERTS CLASSIC MINTS
Registration Number:	3064281	CHEW ON THIS
Registration Number:	3729229	CHEW STRONG
Registration Number:	0048005	CHICLETS
Registration Number:	3307944	CHICLETS
Registration Number:	2862796	CHICLETS
Registration Number:	1440100	CHICLETS ADAMS C
Registration Number:	3349352	CHICLETS FRUIT FIESTA
Registration Number:	1824532	CHICLETS TINY SIZE
Registration Number:	1821567	CHICLETS TINY SIZE
Registration Number:	3445079	CHOCOMINT
Registration Number:	1652772	CINN-A-BURST
Registration Number:	3349319	CINNAMON TINGLE
Registration Number:	0555672	CLORETS

Registration Number:	2905371	CLOVE
Registration Number:	3254284	COOL BUBBLE
Registration Number:	3283859	COOL COLADA
Registration Number:	3146800	COOL FROST
Registration Number:	3307971	COOL LIME
Registration Number:	3851362	COOL MINT + MELON FRESCO
Registration Number:	2101869	COOL MINT DROPS
Registration Number:	2938947	COOL RUSH
Registration Number:	0856135	COOLMINT
Registration Number:	3012301	CRYSTAL FROST
Registration Number:	3673726	DEMAND MORE FOR YOUR SMILE
Registration Number:	0054463	DENTYNE
Registration Number:	3309946	DENTYNE BLAST
Registration Number:	3051559	DENTYNE FIRE
Registration Number:	2791915	DENTYNE FIRE
Registration Number:	3382652	DENTYNE ICE
Registration Number:	3029976	DENTYNE ICE
Registration Number:	2520383	DENTYNE ICE
Registration Number:	2950398	DENTYNE TANGO
Registration Number:	3822978	ETERNAL MELON
Registration Number:	3894169	EXTEND YOUR CARE BEYOND THE CHAIR
Registration Number:	3407488	E-Z CLOSE PACKS
Registration Number:	3099503	EZ-CLOSE-PACK
Registration Number:	3024817	FEEL THE INTENSITY
Registration Number:	3469396	FIRE
Registration Number:	2459396	LICK AN ATTITUDE LICK A LOLLIPOP
Registration Number:	2645523	
Registration Number:	3332880	FOREVER FRUIT
Registration Number:	0972527	FRESHEN-UP
Registration Number:	1304423	FRESHMINT
Registration Number:	3056314	GET HOOKED
Registration Number:	3080650	GLACIAL BREEZE
Registration Number:	3354453	GO BOLD!
Registration Number:	3011123	GOOD FOR YOUR TEETH
Registration Number:	3064386	GREEN APPLE FLOOD

Registration Number:	2245645	LIGHTNING LEMONADE
Registration Number:	3181741	LIVE IT LOUD
Registration Number:	3763988	MAKE FACETIME
Registration Number:	3007987	MAXAIR
Registration Number:	3851212	MEGA MYSTERY
Registration Number:	1865359	MINT A BURST
Registration Number:	3819273	NEUTRA FRESH
Registration Number:	3588644	NONSTOP MINT
Registration Number:	3163599	NOTHING'S COLDER THAN ICE
Registration Number:	3573219	ORANGE SWIRL
Registration Number:	3528256	PASS ALONG A SMILE
Registration Number:	3599421	PASSIONBERRY TWIST
Registration Number:	3298618	PEPPERMINT SWIRL
Registration Number:	3822984	PUCKER ME BERRY
Registration Number:	3793739	PURIFIES YOUR BREATH
Registration Number:	3085423	RETSYN
Registration Number:	0587092	RETSYN
Registration Number:	3683182	S
Registration Number:	2550754	SAVAGE SOUR APPLE
Registration Number:	3450502	SCORE
Registration Number:	3170191	SHIVER MINT
Registration Number:	2983786	SMILE BRIGHTER
Registration Number:	3072147	SOUR CHERRY STORM
Registration Number:	3283888	SOUR FRANTIC FRUIT
Registration Number:	3395634	SOUR MANIA
Registration Number:	3454875	SPEED-TO-MARKET COLLABORATION FOR RAPID EXECUTION
Registration Number:	3248090	STRAWBERRY BOMB
Registration Number:	3182024	STRIDE
Registration Number:	3226611	
Registration Number:	3263291	S
Registration Number:	3791136	STRIDE SHIFT
Registration Number:	3268148	SUMMER SPEARMINT
Registration Number:	1273762	SWEDISH FISH
Registration Number:	3389747	SWEDISH FISH AQUALIFE

Registration Number:	3146656	SWEDISH FISH AQUALIFE
Registration Number:	3334273	TASTE THE TINGLE
Registration Number:	3074799	THE GREAT TASTING WAY TO A WHITER SMILE
Registration Number:	2979277	THE INTENSE WAY TO A WHITER SMILE
Registration Number:	1802989	THE ORIGINAL CANDY COATED GUM
Registration Number:	3246916	THE RIDICULOUSLY LONG LASTING GUM
Registration Number:	1819117	THE ULTIMATE BUBBLE
Registration Number:	3059517	THUNDERIN' BUBBLEGUM
Registration Number:	0591356	TRIDENT
Registration Number:	3734713	TRIDENT LAYERS
Registration Number:	3108246	TRIDENT SPLASH
Registration Number:	2644031	TRIDENT WHITE
Registration Number:	3522387	TRIDENT XTRA CARE
Registration Number:	2979222	TROPICAL TWIST
Registration Number:	2200039	TWISTED TORNADO
Registration Number:	3681168	UBER BUBBLE
Registration Number:	3349349	VANILLA CHILL
Registration Number:	3276912	WATERMELON TWIST
Registration Number:	1903724	WATERMELON WAVE
Registration Number:	3298637	WILD BLUEBERRY TWIST
Registration Number:	3256853	WILD WINTER
Registration Number:	3330314	WINTER CHILL
Serial Number:	85030805	AQUACITRUS
Serial Number:	77555115	AWAKEN
Serial Number:	77664447	BIG ON FLAVOR
Serial Number:	77820346	BRIGHT MINT
Serial Number:	77898923	BUBBLICIOUS
Serial Number:	77868021	CANDIAR
Serial Number:	85144133	CITRUS SENSATION
Serial Number:	77836998	CLEAN AND POLISHED FEELING
Serial Number:	77349717	CLORETS
Serial Number:	77424830	DENTYNE
Serial Number:	77407028	DENTYNE PURE
Serial Number:	77407031	DENTYNE PURE
Serial Number:	77515701	DENTYNE TRUE

Serial Number:	85080965	EMPOWER
Serial Number:	77637782	ENEMY OF THE STAIN
Serial Number:	77864855	ENGAGE
Serial Number:	77795370	ENLIVEN
Serial Number:	77834161	GUMWICH
Serial Number:	85048061	KINETIC FRUIT
Serial Number:	85048054	KINETIC MINT
Serial Number:	77836597	MANGO TANGO TWIST
Serial Number:	85144134	MINT SENSATION
Serial Number:	77886372	-WITH- NEUTRAFRESH
Serial Number:	77887596	PRACTICE SAFE BREATH
Serial Number:	77952922	REJUVE
Serial Number:	77658653	S SPARK
Serial Number:	85198372	SAFE BREATH ALLIANCE
Serial Number:	85084276	SAFE BREATH ALLIANCE
Serial Number:	77401577	SHIVER MINT
Serial Number:	85089610	SMILE ON
Serial Number:	77802742	SPARKLING MINT
Serial Number:	85204840	SPLASHING FRUIT
Serial Number:	85204835	SPLASHING MINT
Serial Number:	77846635	S
Serial Number:	77658659	STRIDE SPARK
Serial Number:	77648962	SWEDISH FISH
Serial Number:	77481236	THE GREAT TASTING WAY TO A WHITER SMILE
Serial Number:	77834172	THREELICIOUS
Serial Number:	77484631	TRIDENT
Serial Number:	85126092	TRIDENT COMPLETE
Serial Number:	77650526	TRIDENT FOR KIDS
Serial Number:	85012494	TRIDENT LAYERS
Serial Number:	85012506	TRIDENT LAYERS
Serial Number:	85012500	TRIDENT LAYERS
Serial Number:	85126102	TRIDENT PRO CARE
Serial Number:	77408591	TRIDENT SPLASH
Serial Number:	77737934	TRIDENT VERVE
Serial Number:	77737939	TRIDENT VITALITY

Serial Number:	85056222	TRIDENT XTRA CARE
Serial Number:	77448295	TRUE MINT
Serial Number:	77795373	VIGORATE

CORRESPONDENCE DATA

Fax Number: (973)909-1402

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 973-909-2887

Email: groupip@kraftfoods.com

Correspondent Name: Elisabeth Stewart Bradley

Address Line 1: 941 Route 10 East

Address Line 4: Whippany, NEW JERSEY 07981

ATTORNEY DOCKET NUMBER:	69319
NAME OF SUBMITTER:	James Cioli
Signature:	/James Cioli/
Date:	01/14/2011

Total Attachments: 3

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Trademark Assignment
and
Consent to Recordal

between

Kraft Foods Global, Inc., a Delaware corporation having offices at
Three Lakes Drive, Northfield, Illinois 60093, U.S.A.

(hereinafter "Assignor")

and

Kraft Foods Global Brands LLC, a Delaware limited liability company having offices at
Three Lakes Drive, Northfield, Illinois 60093, U.S.A.

(hereinafter "Assignee")

WHEREAS, Assignor is the surviving corporation in a Merger (defined below) with the Cadbury Entities (defined below); and

WHEREAS, pursuant to the Merger, Assignor owns all right, title and interest in and to the Trademarks (defined below); and

WHEREAS, in order to achieve certain operational goals of Assignor and its parent company, Kraft Foods Inc., Assignor is desirous of assigning its entire right, title and interest in and to the Trademarks to Assignee; and

WHEREAS, pursuant to that certain Intellectual Property Assignment Agreement between Assignor and Assignee dated December 22, 2010, Assignor has agreed to assign Assignor's entire right, title and interest in and to the Trademarks to Assignee.

NOW, THEREFORE, in consideration of the sum of one dollar ($1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee agree as follows:

(1) As used herein, "Cadbury Entities" means Cadbury Adams USA LLC, Cadbury Adams Holdings LLC, CS Confectionery Inc., and US Gum Investments, Inc.

(2) As used herein, "Merger" means the merger of the Cadbury Entities with and into Assignor effective as of 12:01 a.m., Wilmington, Delaware time, on January 1, 2011.

(3) As used herein, "Trademarks" means all trademarks, worldwide, along with the associated trade dress and logos, and all goodwill associated with any of the foregoing, and registrations and applications for registration thereof, including all extensions, modifications and renewals of same, together with all related rights and duties, in each case as acquired by Assignor from the Cadbury Entities pursuant to the Merger, including without limitation the trademark registrations and applications set forth on Appendix A attached hereto.

TRADEMARK
REEL: 004453 FRAME: 0322

(4) Assignor does hereby sell, assign, transfer and set over to Assignee, its successors and assigns, Assignor's entire right, title and interest in and to the Trademarks, and Assignee hereby accepts the transfer and assignment of the Trademarks.

(5) The foregoing assignment of the Trademarks includes all rights to sue for past, present, and future infringement, including the right to collect and receive any damages, royalties, or settlements for such infringements, all rights to sue for injunctive or other equitable relief, and any and all causes of action relating to any of the Trademarks.

(6) Assignor does hereby authorize and request the Director of the U.S. Patent and Trademark Office, and directors of equivalent foreign intellectual property offices, to issue all trademark registrations in the name of the Assignee. Assignor hereby consents to have the Trademarks recorded in the name of Assignee.

(7) Assignor hereby covenants that it has the full right to convey the entire interest herein assigned, and that it has not executed, and will not execute, any agreement in conflict with this Assignment.

(8) Assignor hereby agrees to execute without further consideration any further documents and instruments which may be necessary, lawful and proper to secure to Assignee its rights, title and interest in the Trademarks.

(9) This Assignment shall be effective as of 12:02 a.m., Wilmington, Delaware time, on January 1, 2011.

(10) This Assignment shall be interpreted, governed by and construed in accordance with the laws of the State of Delaware without regard to the conflict of laws rules thereof.

(11) This Assignment may be executed in one or more counterparts, and by the parties on separate counterparts, but shall not be effective until each party has executed at least one counterpart, and each such counterpart shall constitute an original of this Assignment but all the counterparts shall together constitute one and the same instrument.

[The remainder of the page is intentionally left blank]

IN WITNESS WHEREOF, the Assignor and Assignee have caused this Assignment to be executed by their authorized representatives.

KRAFT FOODS GLOBAL, INC.
(ASSIGNOR)

By: Jonas Bruzas

Name: JONAS BRUZAS

Title: ASSISTANT SECRETARY

In the presence of: Jane A. Emerson

Name of witness: Jane A. Emerson

Address: 18 S Meyer Ct
Des Plaines, IL 60016

KRAFT FOODS GLOBAL BRANDS LLC
(ASSIGNEE), by Kraft Foods Global Brands, Inc., its Sole Member

By: Susan H. Frohling

Name: Susan H. Frohling

Title: Chief Trademark Counsel

In the presence of: Donna L. Koch

Name of witness: DONNA L. KOCH

Address: THREE LAKES DRIVE
NORTHFIELD, IL 60093