

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
Mars, Incorporated		02/18/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Mars Drinks UK Limited		
Street Address:	3D Dundee Road		
City:	Slough, Berkshire		
State/Country:	UNITED KINGDOM		
Postal Code:	SL1 4LG		
Entity Type:	Private limited Company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85098076	ALTERRA HOUSE BLEND	
CORRESPONDENCE DATA			
Fax Number:	(202)857-6395		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-857-6000		
Email:	tmdocket@arentfox.com		
Correspondent Name:	Cristina C. Carvalho		
Address Line 1:	Arent Fox LLP 1050 Connecticut Avenue NW		
Address Line 2:	TM Docket		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036-5339		
ATTORNEY DOCKET NUMBER:	ALTERRA HOUSE BLEND 3323		
DOMESTIC REPRESENTATIVE			
Name:	Cristina A. Carvalho		
Address Line 1:	Arent Fox LLP 1050 Connecticut Avenue NW		
Address Line 2:	TM Docket		

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**TRADEMARK
 REEL: 004488 FRAME: 0939**

Address Line 4: Washington, DISTRICT OF COLUMBIA 20036-5339

NAME OF SUBMITTER:

Loni J. Sherwin, Attorney of Record

Signature:

/Loni J. Sherwin/

Date:

03/02/2011

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, Mars, Incorporated ("Assignor") of 6885 Elm Street, McLean, Virginia, United State of America 22101, a corporation organized and existing under the laws of the State of Delaware, has adopted and uses or intends to use in commerce the mark(s) listed in Exhibit 1 (the "Marks"), and has applied to register the Marks in the United States Patent and Trademark Office; and

WHEREAS, Mars Drinks UK Limited ("Assignee") of 3D Dundee Road, Slough, Berkshire, SL1 4LG, United Kingdom, a private limited company organized and existing under the laws of the United Kingdom, seeks to acquire all right, title, and interest in and to the Marks and the applications for the Marks, together with the goodwill of the business symbolized by the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign to Assignee all right, title, and interest in and to the Marks and the applications for the Marks, together with the goodwill of the business symbolized by the Marks.

MARS, INCORPORATED

By: Fernanda Magalhães

Name: Fernanda Magalhães

Title: Marketing Properties Manager and
Assistant Secretary

Date: February 18, 2011

EXHIBIT 1

Marks

<i>Mark</i>	<i>U.S. Application No.</i>	<i>Filing Date</i>
ALTERRA HOUSE BLEND	85/098076	Aug-2-2010