TRADEMARK ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Madelaine Chocolate Novelties, Inc.		07/30/2012	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	Gerber Finance Inc.
Street Address:	488 Madison Avenue
Internal Address:	Suite 800
City:	New York
State/Country:	NEW YORK
Postal Code:	10022
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Serial Number:	77242991	GIFT STICK
Serial Number:	77261756	CRUNCHY EYEBALLS
Serial Number:	77094367	ALWAYS IN GOOD TASTE
Serial Number:	78579208	MADELAINE ALWAYS IN GOOD TASTE.
Serial Number:	78581385	
Serial Number:	73751717	MADELAINE
Serial Number:	74353948	LOVE AND KISSES
Serial Number:	77163094	HATCHERS
Serial Number:	77919079	DUEGGS
Serial Number:	77759948	DUETS
Serial Number:	77760043	DUETS
Serial Number:	77760083	THE MADELAINE CHOCOLATE COMPANY DUETS

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REEL: 004832 FRAME: 0154

CORRESPONDENCE DATA

Fax Number: 3026365454

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent

via US Mail.

Phone: 202-408-3121 x2348
Email: tnuckolls@cscinfo.com

Correspondent Name: Corporation Service Co.-J. Paterson

Address Line 1: 1090 Vermont Avenue, NW

Address Line 2: Suite 430

Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

ATTORNEY DOCKET NUMBER:	294790 LR
NAME OF SUBMITTER:	Tim Nuckolls
Signature:	/Tim Nuckolls/
Date:	07/31/2012

Total Attachments: 16

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INTELLECTUAL PROPERTY SECURITY AGREEMENT

THIS INTELLECTUAL PROPERTY SECURITY AGREEMENT, dated as of July 30, 2012, is made by Madelaine Chocolate Novelties, Inc., a New York corporation ("Grantor") with an address of 96-03 Beach Channel Drive, Rockaway Beach, New York 11693, in favor of GERBER FINANCE INC., a New York corporation ("Lender") with an address of 488 Madison Avenue, New York, NY 10022.

WITNESSETH:

WHEREAS, pursuant to that certain Loan and Security Agreement dated as of the date hereof by and between Madelaine Chocolate Novelties, Inc. ("Borrower") and Lender (as from time to time amended, restated, supplemented or otherwise modified, the "Loan Agreement"), Lender has agreed to make the Loans for the benefit of Borrower; and

WHEREAS, Lender is willing to make the Loans as provided for in the Loan Agreement, but only upon the condition, among others, that Grantor shall have executed and delivered to Lender this Intellectual Property Security Agreement;

NOW, THEREFORE, in consideration of the premises and mutual covenants herein contained and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Grantor hereby agrees as follows:

- Section 1. <u>DEFINED TERMS</u>. All capitalized terms used but not otherwise defined herein have the meanings given to them in the Loan Agreement.
- (a) When used in this Intellectual Property Security Agreement the following terms shall have the following meanings (such meanings being equally applicable to both the singular and plural forms of the terms defined):

"Copyright License" means rights under any written agreement now owned or hereafter acquired by any Person granting the right to use any Copyright or Copyright registration.

"Copyrights" means all of the following now owned or hereafter adopted or acquired by any Person: (i) all copyrights in any original work of authorship fixed in any tangible medium of expression, now known or later developed, all registrations and applications for registration of any such copyrights in the United States or any other country, including registrations, recordings and applications, and supplemental registrations, recordings, and applications in the United States Copyright Office; and (ii) all Proceeds of the foregoing, including license royalties and proceeds of infringement suits, the right to sue for past, present and future infringements, all rights corresponding thereto throughout the world and all renewals and extensions thereof.

"Patents" means all of the following in which any Person now holds or hereafter acquires any interest: (i) all letters patent of the United States or any other country, all registrations and recordings thereof, and all applications for letters patent of the United States or

any other country, including registrations, recordings and applications in the United States Patent and Trademark Office or in any similar office or agency of the United States, any state or territory thereof, or any other country; and (ii) all reissues, continuations, continuations-in-part or extensions thereof.

"<u>Patent License</u>" means rights under any written agreement now owned or hereafter acquired by any Person granting any right with respect to any invention on which a Patent is in existence..

"<u>Trademark License</u>" means rights under any written agreement now owned or hereafter acquired by any Person granting any right to use any Trademark or Trademark registration.

"Trademarks" means all of the following now owned or hereafter adopted or acquired by any Person: (i) all trademarks, trade names, corporate names, business names, trade styles, service marks, logos, other source or business identifiers, prints and labels on which any of the foregoing have appeared or appear, designs and general intangibles of like nature (whether registered or unregistered), all registrations and recordings thereof, and all applications in connection therewith, including all registrations, recordings and applications in the United States Patent and Trademark Office or in any similar office or agency of the United States, any State or Territory thereof, or any other country or any political subdivision thereof, (ii) all reissues, extensions or renewals thereof; and (iii) all goodwill associated with or symbolized by any of the foregoing.

- Section 2. GRANT OF SECURITY INTEREST IN INTELLECTUAL PROPERTY COLLATERAL. To secure the complete and timely payment of all the Obligations now or hereafter existing from time to time, Grantor hereby pledges and grants to Lender a continuing first priority security interest in all of Grantor's right, title and interest in, to and under the following, whether presently existing or hereafter created or acquired (collectively, the "Intellectual Property Collateral"):
- (a) all of its Patents and Patent Licenses to which it is a party including those referred to on Schedule I hereto;
- (b) all of its Trademarks and Trademark Licenses to which it is a party including those referred to on <u>Schedule II</u> hereto;
- (c) all of its Copyrights and Copyright Licenses to which it is a party including those referred to on <u>Schedule III</u> hereto;
 - (d) all reissues, continuations or extensions of the foregoing;
- (e) all goodwill of the business connected with the use of, and symbolized by, each Patent, each Patent License, each Trademark, each Trademark License, each Copyright and each Copyright License; and
- (f) all products and proceeds of the foregoing, including, without limitation, any claim by Grantor against third parties for past, present or future (i) infringement or dilution

of any Patent or Patent licensed under any Patent License, (ii) injury to the goodwill associated with any Patent or any Patent licensed under any Patent License, (iii) infringement or dilution of any Trademark or Trademark licensed under any Trademark License, (iv) injury to the goodwill associated with any Trademark or any Trademark licensed under any Trademark License, (v) infringement or dilution of any Copyright or Copyright licensed under any Copyright License, and (vi) injury to the goodwill associated with any Copyright or any Copyright licensed under any Copyright License.

- Section 3. REPRESENTATIONS AND WARRANTIES. Grantor represents and warrants that Grantor does not have any interest in, or title to, any registered Patent, Trademark or Copyright except as set forth in Schedule I, Schedule II and Schedule III, respectively, hereto. This Intellectual Property Security Agreement is effective to create a valid and continuing Lien on and, upon the filing hereof with the United States Patent and Trademark Office and the United States Copyright Office, perfected security interests in favor of Lender in all of Grantor's Patents, Trademarks and Copyrights and such perfected security interests are enforceable as such as against any and all creditors of, and purchasers from, Grantor. Upon filing of this Intellectual Property Security Agreement with the United States Patent and Trademark Office and the United States Copyright Office and the filing of appropriate financing statements in the applicable filing office in the state of formation of Grantor all action necessary or desirable to protect and perfect Lender's Lien on Grantor's Patents, Trademarks and Copyrights shall have been duly taken.
- Section 4. <u>COVENANTS</u>. Grantor covenants and agrees with Lender that from and after the date of this Intellectual Property Security Agreement and until the Termination Date:
- (a) Grantor shall notify Lender immediately if it knows or has reason to know that any application or registration relating to any Patent, Trademark or Copyright (now or hereafter existing) material to the operation of any Borrower's business may become abandoned or dedicated, or of any adverse determination or development (including the institution of, or any such determination or development in, any proceeding in the United States Patent and Trademark Office, the United States Copyright Office or any court) regarding Grantor's ownership of any Patent, Trademark or Copyright, its right to register the same, or to keep and maintain the same.
- (b) In no event shall Grantor, either directly or through any agent, employee, licensee or designee, file an application for the registration of any Patent, Trademark or Copyright with the United States Patent and Trademark Office, the United States Copyright Office or any similar office or agency without giving Lender prior written notice thereof, and, upon request of Lender, Grantor shall execute and deliver a supplement hereto (in form and substance satisfactory to Lender) to evidence Lender's Lien on such Patent, Trademark or Copyright, and the General Intangibles of Grantor relating thereto or represented thereby.
- (c) Grantor shall take all actions necessary or reasonably requested by Lender to maintain and pursue each application, to obtain the relevant registration and to maintain the registration of each of the Patents or Trademarks (now or hereafter existing), including the filing of applications for renewal, affidavits of use, affidavits of noncontestability and opposition and interference and cancellation proceedings.

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- (d) In the event that any of the Intellectual Property Collateral material to the operation of any Borrower's business is infringed upon, or misappropriated or diluted by a third party, Grantor shall notify Lender promptly after Grantor learns thereof. Grantor shall, unless it shall reasonably determine that such Intellectual Property Collateral is in no way material to the conduct of its business or operations, promptly sue for infringement, misappropriation or dilution and to recover any and all damages for such infringement, misappropriation or dilution, and shall take such other actions as Lender shall deem appropriate under the circumstances to protect such Intellectual Property Collateral.
- Section 5. <u>SECURITY AGREEMENT</u>. The security interests granted pursuant to this Intellectual Property Security Agreement are granted in conjunction with the security interests granted to Lender pursuant to the Loan Agreement. Grantor hereby acknowledges and affirms that the rights and remedies of Lender with respect to the security interest in the Intellectual Property Collateral made and granted hereby are more fully set forth in the Loan Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein.
- Section 6. <u>REINSTATEMENT</u>. This Intellectual Property Security Agreement shall remain in full force and effect and continue to be effective should any petition be filed by or against Grantor for liquidation or reorganization, should Grantor become insolvent or make an assignment for the benefit of any creditor or creditors or should a receiver or trustee be appointed for all or any significant part of Grantor's assets, and shall continue to be effective or be reinstated, as the case may be, if at any time payment and performance of the Obligations, or any part thereof, is, pursuant to applicable law, rescinded or reduced in amount, or must otherwise be restored or returned by any obligee of the Obligations, whether as a "voidable preference," "fraudulent conveyance," or otherwise, all as though such payment or performance had not been made. In the event that any payment, or any part thereof, is rescinded, reduced, restored or returned, the Obligations shall be reinstated and deemed reduced only by such amount paid and not so rescinded, reduced, restored or returned.
- Section 7. <u>NOTICES</u>. Whenever it is provided herein that any notice, demand, request, consent, approval, declaration or other communication shall or may be given to or served upon any of the parties by any other party, or whenever any of the parties desires to give and serve upon any other party any communication with respect to this Intellectual Property Security Agreement, each such notice, demand, request, consent, approval, declaration or other communication shall be in writing and shall be given in the manner, and deemed received, as provided for in the Loan Agreement.
- Section 8. <u>TERMINATION OF THIS SECURITY AGREEMENT</u>. Subject to Section 6 hereof, this Intellectual Property Security Agreement shall terminate upon the Termination Date.

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IN WITNESS WHEREOF, Grantor has caused this Intellectual Property Security Agreement to be executed and delivered by its duly authorized officer as of the date first set forth above.

MADELAINE CHOCOLATE NOVELTIES, INC.

Name: Jorge Farber
Title: President

ACCEPTED and ACKNOWLEDGED by
GERBER FINANCE INC.
By:
Name:

NY1131927

SIGNATURE PAGE TO INTELLECTUAL PROPERTY SECURITY AGREEMENT

TRADEMARK

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IN WITNESS WHEREOF, Grantor has caused this Intellectual Property Security Agreement to be executed and delivered by its duly authorized officer as of the date first set forth above.

MADELAINE CHOCOLATE NOVELTIES, INC.

By: Name: Jorge Farber

Title: President

ACCEPTED and ACKNOWLEDGED by:

GERBER FINANCE INC.

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SIGNATURE PAGE TO INTELLECTUAL PROPERTY SECURITY AGREEMENT

Schedule I

Patents and Patent Licenses

See attached

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Madelaine Chocolate Novelties, Inc. Patent Portfolio

Reg. Date Application Status Action & Due Date	- × - × ×
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App. Date Reg. No.	BOARD GAME 12/319,850 13-Jan-2009 8,052,149 08-Nov-2011
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Schedule II

Trademarks

See attached

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Madelaine Chocolate Novelties, Inc. Worldwide Trademark Portfolio

Country	Trademark	AR&E Ref. No.	App. Number	App. Date	Reg. Number	Reg. Date	Class(es)	Status	Next Action & Due Date	
	DUETS	51400/0088	1565102	21-Feb-2012			XX N/A	Pending		
	THE MADELAINE CHOCOLATE COMPANY	51400/0073	1425781	27-Jan-2009			XX N/A	Allowed	Registration Fee & Dec of Use - 27-Jul-2012	
Canada	HAUNTED HUNT	51400/0063	1423029	24-Dec-2008			XX N/A	Allowed	Registration Fee & Dec of Use - 24-Jun-2012	
	BUNNY HOP HUNT	51400/0065	1423031	24-Dec-2008			XX N/A	Allowed	Registration Fee & Dec of Use - 24-Jun-2012	
	MADELAINE	51400/0020	682,388	22-May-1991	401,723	21-Aug-1992	XX N/A	Registered	Renewal Due - 21-Aug- 2022	
	THE MADELAINE CHOCOLATE COMPANY	51400/0074	007 561 202	30-Jan-2009	007 561 202	10-Nov-2009	30 Int.	Registered	Renewal Due -30-Jan-2019	
European Community	BUNNY HOP HUNT	51400/0080	008421976	13-Jul-2009	008421976	21-Jan-2010	28 Int., 30 int.	Registered	Renewal Due - 13-Ju⊧-2019	
Italy	MADELAINE	51400/0019	T091C 001139	23-May-1991	609,575	17-Nov-1993	30 Int.	Registered	Renewal Due - 23-May- 2021	
Japan	THE MADELAINE CHOCOLATE COMPANY	51400/0083	2009-053757	15-Jul-2009	5291243	25-Dec-2009	30 lnt.	Registered	Renewal Due - 25-Dec- 2019	
	BUNNY HOP HUNT	51400/0082	1019508	13-Jul-2009	1113735	05-Aug-2009	30 Int.	Registered	Renewal Due - 13-Jul-2019	
	BUNNY HOP HUNT	51400/0081	1019509	13-Jul-2009	1113736	05-Aug-2009	28 Int.	Registered	Renewal Due - 13-Jul-2019	
Mexico	THE MADELAINE CHOCOLATE COMPANY	51400/0075	987061	30-Jan-2009			30 Int.	Pending	arumanana da Taranana da T	
	MADELAINE	51400/0058	942738	Z3-Jun-2008			30 Int	Pending		
	MADELAINE ALWAYS IN GOOD TASTE STYLIZED	51400/0059	942737	23-Jun-2008			30 int.	Pending		
	MADELAINE ALWAYS IN GOOD TASTE	51400/0060	946878	11-Jul-2008			30 int.	Pending	The second secon	
New York	LOVE & KISSES	51400/0030	NONE	06-Dec-1993	R-27500	09-Dec-1993	46	Registered	Renewal Due -9-Dec-2014	
United Kingdom	MADELAINE	51400/0018	1,465,444	22-May-1991	1,465,444	28-May-1993	30 int.	Registered	Renewal Due - 22-May- 2018	
	HAUNTED HUNT	\$1400/0066	77/650,908	16~Jan~2009	3,660,628	28-Jul-2009	28 Int., 30 Int.	Registered	Aff of Use - 6th Year - 28- Jul-2015	
	BUNNY HOP HUNT	51400/0068	77/646,335	09-Jan-2009	3,768,904	30-Mar-2010	28 Int., 30 Int.	Registered	Aff of Use - 6th Year - 30- Mar-2016	
	MADELAINE CHOCOLATES	51400/0069	77/646,342	09-Jan-2009			30 Int.	Allowed	Statement of Use/5th Ext - 29-Jul-2012	
	GOOEY GHOULS	51400/0071	77/651,170	16-Jan-2009	3,654,696	14-3ul-2009	30 Int.	Registered	Aff of Use ~ 6th Year ~ 14- Jul-2015	
	THE MADELAINE CHOCOLATE COMPANY	51400/0072	77/651,213	16-Jan-2009	3,850,879	21-Sep-2010	30 Int.	Registered	Aff of Use - 6th Year - 21- Sep-2016	
	PENNY LAINE	51400/0031	74/480,338	19-Jan-1994	1,943,185	19-Dec-1995	30 lnt.	Registered	Renewal Due ~ 19-Dec- 2015	
	POKER CHIP DESIGN	51400/0021	74/328,310	04-Nov-1992	1,776,692	15-Jun-1993	30 Int.	Registered	Renewal Due - 15-Jun- 2013	***************************************
	HIGH ROLLER	51400/0024	74/363,246	22-Feb-1993	1,857,333	04-Oct-1994	30 Int.	Registered	Renewal Oue - 4-Oct-2014	

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Madelaine Chocofate Novelties, Inc. Worldwide Trademark Portfolio

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Next Action & Due Date	Aff of Use - 6th Year - 13- Oct-2015	Aff of Use - 6th Year - 8- Apr-2014	Aff of Use - 6th Year - 4- Mar-2014	Aff of Use - 6th Year - 5- Sep-2012	Aff of Use - 6th Year - 30- May-2012	Renewal Due - 19-Sep- 2019	Renewal Due - 6-Sep-2014	Aff of Use - 6th Year - 16- Sep-2014	Aff of Use - 6th Year - 5- Apr-2017			
Status	Registered	Registered	Registered	Registered	Registered	Registered	Registered	Registered	Registered	Pending	Pending	Pending
Class(es)	30 Int.	30 Int.	30 Int	30 Int.	30 Int.	30 lnt.	30 Int.	30 Int.	30 lnt.	30 lnt.	30 Int.	30 Int.
Reg. Date	13-Oct-2009	08-Apr-2008	04-Mar-2008	05-Sep-2006	30-May-2006	19-Sep-1989	06-Sep-1994	16-Sep-2008	05-Apr-2011			
Reg. Number	3,696,368	3,408,883	3,390,927	3,138,194	3,097,683	1,557,072	1,852,522	3,502,455	3,941,803			
App. Date	31-Jul-2007	22-Aug-2007	30-Jan-2007	03-Mar-2005	07-Mar-2005	06-Sep-1988	29-Jan-1993	23-Apr-2007	25-Jan-2010	15-Jun-2009	15-jun-2009	15-Jun-2009
App. Number	77/242,991	77/261,756	77/094,367	78/579,208	78/581,385	751,717	74/353,948	77/163,094	970,919/77	77/759,948	77/760,043	77/760,083
AR&E Ref. No.	51400/0056	51400/0057	51400/0054	51400/0044	51400/0045	51400/0005	51400/0023	51400/0055	51400/0086	51400/0077	51400/0078	51400/0079
Trademark	GIFT STICK	CRUNCHY EYEBALLS	ALWAYS IN GOOD TASTE	MADELAINE ALWAYS IN GOOD TASTE. & DESIGN	POKER CHIP DESIGN	MADELAINE	LOVE AND KISSES	HATCHERS	DUEGGS	DUETS	DUETS (STYLIZED)	THE MADELAINE CHOCOLATE COMPANY AND OUETS (STYLIZED)
Country		United States of America										

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Schedule III

Copyrights and Copyright Licenses

Name	Type of Work	Registration Number	Registration Date	Application Title	Title	Description/Notes	Date of Creation	Date of Publication	Copyright Claimant	Copyright Note:
Madelaine Chocolate Novelties, Inc.	Visual Material	VA0001131241	07/19/2002		Flower Stem	Sculpture	1998	05/07/1998	Madelaine Chocolate Novelties, Inc.	
Madelaine Chocolate Noveities, Inc.	Visual Material	VA0000279453	08/03/1987	lt's a girl	it's a boγ	Commercial print: box Note: Packaging for chocolate cigars	1983	09-08-1983	Madelaine Chocolate Novelties, Inc.	C.O. correspondence
Madelaine Chocolate Novetties, Inc.	Visual Material	VA0000242250	10/27/1986		Milk chocolate crayons	Commercial print: folding carton Note: Title from application	1986	06/03/1986	Madelaine Chocolate Novelties, Inc.	
Madelaine Chocolate Novelties, Inc.	Visual Material	VA0000353030	06/06/1989		Milk chocolate miniature baby booties	Commercial print	1989	01/15/1989	Madefaine Chocolate Novelties, Inc.	
Madelaine Chocolate Novelties, Inc.	Visual Materiai	VA0000425866	09/18/1990		Milk chocolate miniature car Series/Other Title: miniature cars; no. 443	Sculpture Commercial print: foil packaging	1984	06/21/1984	Madelaine Chocolate Novelties, Inc.	Catalogued from application
Madelaine Chocolate Novelties, Inc.	Visual Materiai	VA0000362399	06/07/1989	Maddie's joggers, 442	Milk chocolate miniature chocolate sneakers	Commercial print	1988	06/26/1988	Madelaine Chocolate Novelties, Inc.	C.O. correspondence
Madelaine	Visual	VA0000370007	10/03/1989	Miniature	Milk chocolate	Commercial print: foil	1987	06/21/1987	Madelaine	

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	Notice: MCN		Notice: M.C.N	Natice: 1990	Notice: MCN	Notice: MCN C.O. correspondence
Chocolate Novelties, Inc.	Madelaine Chocolate Novelties, inc. MNC	,	Madelaine Chocolate Novelties, Inc. MNC	Madelaine Chocolate Novelties, Inc.	Madelaine Chocolate Novelties, Inc.	Madelaine Chocolate Novelties, Inc.
	60/21/1987		06/21/1986	03/01/1991	06/21/1986	06/21/1986
	1987		1986	1991	1986	1986
packaging	Commerciai print: foil packaging		Commercial print: foil packaging	Sculptures	Sculpture commercial print: foil packaging	Sculpture Commercial Print: foil packaging
miniature soldiers	Milk chocolate poinsettias; Ponsettias: no. 113	Variant title: Milk chocolate poinsettias Other Title:	Milk chocolate trick or treat coins	Milk chocolate tulips Additional title from copy: Madelaine chocolate tulips	Semi-solid milk chocolate pumpkin: [no.] 20 Other Title: Milk chocolate 2 oz. pumpkin; 2 oz. pumpkin; 2 oz. 20	Semi-solid milk chocolate turkeys: [no.] 82 Other Title: Milk chocolate one oz. turkey; one oz. turkey number 82
soldiers, 106			Trick or treat coins, 6		Milk chocolate 2 oz. pumpkin; 2 oz. pumpkin number 20	Milk chocolate one oz. turkey; one oz. turkey number 82
	06/11/1990		10/03/1989	03/11/1991	10/10/1989	10/10/1989
	VA0000411840		VA0000370006	VA0000456078	VA0000376403	VA0000376402
Material	Visual Materiai		Visual Material	Visual Material	Visual Material	Visual Material
Chocolate Novelties, Inc.	Madelaine Chocolate Novelties, Inc.		Madelaine Chocolate Noveltles, Inc.	Madelaine Chocolate Novelties, Inc.	Madelaine Chocolate Novelties, Inc.	Madelaine Chocolate Novelties, Inc.

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1990	
Commercial print	
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VA0000420086	
Visual Material	
Madelaine Chocolate Novelties, Inc.	

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RECORDED: 07/31/2012