

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|---------------------------|---|----------|-----------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| | Name | Formerly | Execution Date |
| | Madelaine Chocolate Novelties, Inc. | | 12/27/2012 |
| | | | Entity Type |
| | | | CORPORATION: |
| RECEIVING PARTY DATA | | | |
| Name: | Hershey Chocolate & Confectionery Corporation | | |
| Street Address: | 4860 Robb Street | | |
| Internal Address: | Suite 204 | | |
| City: | Wheat Ridge | | |
| State/Country: | COLORADO | | |
| Postal Code: | 80033 | | |
| Entity Type: | CORPORATION: DELAWARE | | |
| PROPERTY NUMBERS Total: 2 | | | |
| | Property Type | Number | Word Mark |
| | Registration Number: | 1852522 | LOVE AND KISSES |
| | Registration Number: | 1903703 | LOVE & KISSES |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 717-534-75 | | |
| | <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | |
| Phone: | 717-534-7911 | | |
| Email: | lduquette@hersheys.com | | |
| Correspondent Name: | Lois B. Duquette | | |
| Address Line 1: | 100 Crystal A Drive | | |
| Address Line 2: | Law Department | | |
| Address Line 4: | Hershey, PENNSYLVANIA 17033 | | |
| NAME OF SUBMITTER: | Diane Kamp | | |
| Signature: | /Diane Kamp/ | | |

OP \$65.00 1852522

Date:

04/04/2013

Total Attachments: 3

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Attachment C

Trademark Assignment

WHEREAS, Madelaine Chocolate Novelties, Inc. (d/b/a "The Madelaine Chocolate Company"), a corporation organized and existing under the laws of New York with a place of business at 96-03 Beach Channel Drive, Rockaway Beach, New York 11693 ("Assignor") has adopted, owns and is using the trademarks "LOVE AND KISSES" and "LOVE & KISSES" (the "Marks") in connection with candy; and

WHEREAS, Assignor owns the following registrations for the Marks on the Principal Register of the United States Patent and Trademark Office in connection with the goods and/or services identified therein: Registration Nos. 1,903,703 and 1,852,522, and New York State Trademark Registration No. R-27500.

WHEREAS, Hershey Chocolate & Confectionery Corporation, a Delaware corporation having a principal place of business at 4860 Robb St., Ste. 204, Wheat Ridge, Colorado 80033 ("Hershey") desires to acquire the Marks and the above mentioned Registration Nos. 1,903,703 and 1,852,522 as well as New York State Trademark Registration No. R-27500 and any other marks owned by Assignor containing the term "KISS" or "KISSES" for candy products;


NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, sells and transfers to Hershey, its successors and assigns, all right, title and interest worldwide in and to the Marks and any other marks containing the term "KISS" or "KISSES" for candy products, together with the goodwill of the business symbolized by the foregoing, and all applications therefore and registrations thereof, including without limitation U.S. Trademark Registrations Nos. 1,903,703 and 1,852,522 and New York State Trademark Registration No. R-27500.

Assignor hereby authorizes and requests the United States Commissioner of Patents and Trademarks to record Hershey as sole owner of the entire right, title and interest in and to United States Registration Nos. 1,903,703 and 1,852,522 for the sole use and enjoyment of Hershey, its successors, assigns or other legal

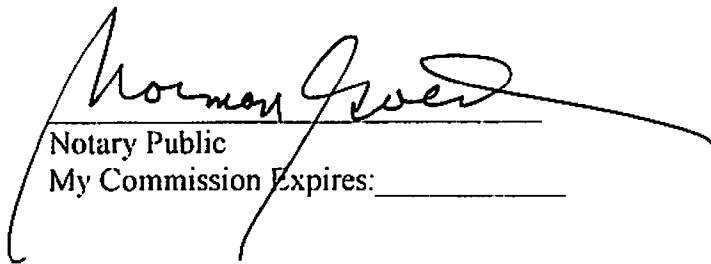
representatives. Assignor will execute such further documents as are necessary to record anywhere in the world the assignment to Hershey of any of the Marks.

Assignor represents and warrants that the Marks have not been assigned to any other person or entity and are not subject to any licenses to any third parties, and are not the subject of any liens or other encumbrances that would prevent Hershey from the full use of the Marks.

MADELAINE CHOCOLATE NOVELTIES, INC.

By  Date 12 / 27 / 12
Name : Jorge Farber
Title : Chief Executive Officer

SUBSCRIBED and SWORN to before me this 27 day of DECEMBER
2012.


Notary Public
My Commission Expires: _____

NORMAN GOLD
Notary Public, State of New York
No. 24-4734976
Qualified in Kings County
Commission Expires 2/28/14