

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
Barbara Y. Lutz		05/10/2013	INDIVIDUAL: UNITED STATES
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: 1			
Property Type	Number	Word Mark	
Registration Number:	1260918	SIMPLY DELICIOUS	
CORRESPONDENCE DATA			
Fax Number:	7175437549		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	7175347911		
Email:	dkamp@hersheys.com		
Correspondent Name:	Diane Kamp		
Address Line 1:	100 Crystal A Drive		
Address Line 4:	Hershey, PENNSYLVANIA 17033		
NAME OF SUBMITTER:	Diane Kamp		
Signature:	/Diane Kamp/		
Date:	05/17/2013		
Total Attachments: 1 source=SIMPLY DELICIOUS assignment doc#page1.tif			

OP \$40.00 1260918

EXHIBIT A

ASSIGNMENT

WHEREAS, Barbara Y. Lutz, a resident of the Commonwealth of Pennsylvania ("Assignor") is the owner of the United States Trademark Registration No. 1,260,918 for the mark SIMPLY DELICIOUS, and is the owner of the mark SIMPLY DELICIOUS used in connection with various goods as set forth in the foregoing trademark registration; and

WHEREAS, Hershey Chocolate & Confectionery Corporation, a Delaware corporation ("Assignee"), desires to acquire said trademark and trademark registration and any other applications and registrations therefor throughout the world;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign, set over and transfer to Assignee, its successors and assigns, the entire right, title and interest throughout the world in and to the trademark SIMPLY DELICIOUS and United States Trademark Registration No. 1,260,918, together with the goodwill of the business associated therewith and all applications and registrations therefor, effective as of May 10, 2013.

BARBARA Y. LUTZ

By: Barbara Y. Lutz
Barbara Y. Lutz

ACKNOWLEDGED AND ACCEPTED:

HERSHEY CHOCOLATE &
CONFECTIONERY CORPORATION

Stefan J. Holzinger
By: Stefan J. Holzinger
Title: Vice President and
Assistant Secretary