

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM331582

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Hershey Chocolate & Confectionery Corporation		02/06/2015	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Mars, Incorporated		
<b>Street Address:</b>	6885 Elm Street		
<b>City:</b>	McLean		
<b>State/Country:</b>	VIRGINIA		
<b>Postal Code:</b>	22101		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	0761679	MALTESER	
<b>Registration Number:</b>	1923905	MALTESER	
<b>Registration Number:</b>	4029606	MALTESER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2027568087		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	202-756-8000		
<b>Email:</b>	jdabney@mwe.com, jludovici@mwe.com, bmorgan@mwe.com		
<b>Correspondent Name:</b>	John J. Dabney		
<b>Address Line 1:</b>	500 North Capitol Street, NW		
<b>Address Line 2:</b>	McDermott Will & Emery LLP		
<b>Address Line 4:</b>	Washington, D.C. 20001		
<b>ATTORNEY DOCKET NUMBER:</b>	002227-0218		
<b>NAME OF SUBMITTER:</b>	John J. Dabney		
<b>SIGNATURE:</b>	/John J. Dabney/		
<b>DATE SIGNED:</b>	02/09/2015		
<b>Total Attachments: 2</b> source=Assignment#page1.tif			

CH \$90.00 0761679



**EXHIBIT A**

**U.S. TRADEMARK ASSIGNMENT**

This Trademark Assignment ("Assignment") is between **Hershey Chocolate & Confectionery Corporation**, a corporation organized under the laws of Delaware, with an address at 4860 Robb Street, Suite 204, Wheat Ridge, Colorado 80033 ("Assignor") and **Mars, Incorporated**, a corporation organized under the laws of Delaware, with an address at 6885 Elm Street, McLean, Virginia 22101 ("Assignee"), each individually referred to as a "Party" and collectively referred to as the "Parties."

WHEREAS, Assignor is the sole and exclusive owner of all right, title and interest in the MALTESER trademarks, including the trademark registrations on Schedule 1, along with all related common law marks and all appurtenant goodwill (collectively, the "Assigned Marks"); and

WHEREAS, Assignee is desirous of acquiring all right, title and interest in the Assigned Marks, and the goodwill of the business associated therewith.

NOW, THEREFORE, in consideration of the foregoing, and the mutual promises, covenants and conditions contained herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

Assignment. Assignor assigns to Assignee all right, title and interest, including common law rights, to the Assigned Marks, together with the goodwill of the business symbolized by the Assigned Marks, and the exclusive right to enforce the rights in the Assigned Marks, and to collect for damages for past infringement of the rights in the Assigned Marks, in the sole name of Assignee; the aforesaid transferred right, title and interest to be held and enjoyed by Assignee, its successors, legal representatives and assigns as fully and entirely as the same would have been held and enjoyed by Assignor had this assignment not been made.

IN WITNESS WHEREOF, Assignor has executed this Assignment by its duly authorized officer as of the date first written below.

**Assignor: Hershey Chocolate & Confectionery Corp.**


By: Lois B. Dequette

Name: LOIS B. Dequette

Title: Assistant Secretary

Date: February 6, 2015

SCHEDULE 1 TO EXHIBIT A

Country	Trademark	Status	Int'l Class	App. No.	Reg. No.
U.S.	MALTESER	Registered	30	72139759	0761679
U.S.	MALTESER (Stylized) 	Registered	30	74493274	1923905
U.S.	MALTESER	Registered	30	85027320	4029606

7633526v.1