

TRADEMARK(S) ASSIGNMENT

WHEREAS, Kraft Foods France, a joint stock company incorporated under the laws of France and having an office and place of business at 13, avenue Morane Saulnier, 78140 Vélizy Villacoublay, France (hereinafter referred to as the **ASSIGNOR**), has adopted, used and is using the following marks which are registered in the U.S. Patent and Trademark Office :

LA VOSGIENNE, Registration No. 1039817 ; and
LV (and Design), Registration No. 2266513 ; and
SAY LA VIE, Registration No. 2310509 ; and

WHEREAS, Cadbury France (previously known as Hollywood SAS), a simplified joint stock company incorporated under the laws of France and having an office and place of business at 11, rue de la Vanne – 92542 Montrouge, France (hereinafter referred to as the **ASSIGNEE**), was desirous of acquiring said mark(s) ;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said **ASSIGNOR** assigned unto the said **ASSIGNEE** all right, title and interest in and to the said mark(s), together with the goodwill of the business symbolized by the mark(s), the above-identified registrations for the mark(s) and the above-identified application(s) for registration of said mark(s).

This assignment is deemed to have become effective on August 15, 2000.

KRAFT FOODS FRANCE

By : _____

Title : _____

Date : _____

01 / 09 / 2003

TRADEMARK

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registrant: Cadbury France

Registration No.: 2,266,513

Mark: LV and Design

APPOINTMENT OF DOMESTIC REPRESENTATIVE

Commissioner for Trademarks
2900 Crystal Drive
Arlington, VA 22202-3513

Dear Sir:

Merchant & Gould P.C., P.O. Box 2910, Minneapolis, Minnesota 55402-0910, is hereby appointed the owner's representative upon whom notice or process in the proceedings affecting the mark may be served.

Please direct all correspondence in this application to: John A. Clifford, Reg. No. 30,247 at (612)336.4616.

CADBURY FRANCE

Dated: Oct 17, 2003

By: John A. Clifford

Name: John A. Clifford

Title: ATTORNEY FOR
REGISTRANT