

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS 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>
Altria Corporate Services, Inc.		02/01/2007	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Kraft Foods Holdings, Inc.		
<b>Street Address:</b>	Three Lakes Drive		
<b>City:</b>	Northfield		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60093		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3087928	NEW TOWN HALL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(847)646-5101		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	847-646-4074		
<b>Email:</b>	trademark@kraft.com		
<b>Correspondent Name:</b>	Kraft Foods Holdings, Inc.		
<b>Address Line 1:</b>	Three Lakes Drive		
<b>Address Line 4:</b>	Northfield, ILLINOIS 60093		
<b>ATTORNEY DOCKET NUMBER:</b>	57547		
<b>NAME OF SUBMITTER:</b>	Maureen R. Smith		
<b>Signature:</b>	/Maureen R. Smith/		
<b>Date:</b>	02/08/2007		

**CH \$40.00 3087928**

Total Attachments: 1  
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Altria Corporate Services, Inc.  
 101 Constitution Avenue, NW, Suite 400 W  
 Washington, DC 20001  
 202 394 1500

TRADEMARK ASSIGNMENT

WHEREAS, Altria Corporate Services, Inc., a New York corporation ("Assignor"), is the owner of all right, title, and interest in and to the trademark NEW TOWN HALL, U.S. Registration No. 3,087,928 ("the Mark");

WHEREAS, Kraft Foods Holdings, Inc., a Delaware corporation ("Assignee"), desires to acquire all rights in and to the Mark and the registration;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor hereby assigns, transfers and conveys to the Assignee, the entire right, title, and interest in and to the Mark, the registration therefor, and the goodwill of the business symbolized by the Mark, including the right to sue for and receive all damages accruing from past infringement of the Mark.

The undersigned agrees to take all actions and execute additional documents as necessary or reasonable to assign, transfer, perfect, and record the rights of Assignee in and to the Mark and the registration.

This assignment shall be binding on the parties, their successors and/or assigns, and all others acting by, through, with or under their direction, and all those in privity therewith.

IN WITNESS WHEREOF, Assignor has executed this assignment effective as of this 1st day of February, 2007.

ALTRIA CORPORATE SERVICES, INC.

By: A. Shuanne Washington

Name: A. Shuanne Washington  
Vice President, Government Affairs

Title: Policy and Outreach