TIS/MADRID ASSIGNMENT

Electronic Version v1.0 Stylesheet Version v1.0

SUBMISSION TYPE: NEW ASSIGNMENT APPLICATION NUMBER 79000288

NATURE OF CONVEYANCE: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Execution Date
BLEDINA	03/26/2008

RECEIVING PARTY DATA

Name:	KRAFT FOODS HOLDINGS, INC.
Address:	Three Lakes Drive Northfield, Illinois 60093
Country:	us
Entity Type:	Inc.
Entity Country:	Etat du Delaware, E.U.A.

CORRESPONDENCE DATA

Correspondent Name: KRAFT FOODS HOLDINGS, INC.

Address: Three Lakes Drive

Northfield, Illinois 60093

Country: US

TRADEMARK
REEL: 003817 FRAME: 0860

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RECORDED: 07/17/2008