

**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>
Kraft Foods Schweiz Holding GmbH	FORMERLY Kraft Foods Schweiz Holding AG	04/06/2009	COMPANY: SWITZERLAND
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Kraft Foods France SAS		
<b>Street Address:</b>	13 Avenue Morane Saulnier		
<b>City:</b>	Velizy Villacoublay		
<b>State/Country:</b>	FRANCE		
<b>Postal Code:</b>	78140		
<b>Entity Type:</b>	COMPANY: FRANCE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2156182	CARTE NOIRE	
<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>Email:</b>	trademark@kraft.com, abi.adeleke@kraft.com		
<b>Correspondent Name:</b>	Abi Adeleke		
<b>Address Line 1:</b>	Three Lakes Drive		
<b>Address Line 2:</b>	NF 584		
<b>Address Line 4:</b>	Northfield, ILLINOIS 60093		
<b>ATTORNEY DOCKET NUMBER:</b>	67084 - P1E		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Matthew A. Griffin		
<b>Address Line 1:</b>	Three Lakes Drive		
<b>Address Line 2:</b>	NF 577		

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**TRADEMARK  
 REEL: 003972 FRAME: 0731**

Address Line 4: Northfield, ILLINOIS 60093

NAME OF SUBMITTER: abi adeleke

Signature: /aa/

Date: 04/20/2009

Total Attachments: 3  
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ASSIGNMENT OF UNITED STATES AND CANADIAN TRADEMARKS

WHEREAS, Kraft Foods Schweiz Holding GmbH (previously Kraft Foods Schweiz Holding AG), a company organized and existing under the laws of Switzerland, and having its principal place of business at Chollerstrasse 4, 6301 Zug, Switzerland (previously Bellerivestrasse 203, 8008 Zürich, Switzerland) ("Assignor"), has been using certain trademarks in conjunction with its business, including but not limited to the trademark and registrations and common law marks, set forth in Appendix A attached hereto (collectively, the "Trademarks"); and

WHEREAS, Kraft Foods France SAS (previously Kraft Foods France SA), a company organized and existing under the laws of France and having its principal place of business at 13 Avenue Morane Saulnier, 78140 Velizy Villacoublay, France, ("Assignee"), is desirous of acquiring the entire right, title and interest in and to the Trademarks, including the right to bring actions for infringement of the Trademarks occurring prior to the date of this Assignment.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, the Assignor and the Assignee agree as follows:

The Assignor has assigned, and transferred, and by these presents does assign, and transfer unto the Assignee, the Assignor's entire right, title and interests in and to the Trademarks mentioned in Appendix A used in conjunction with the Assignor's business, the

appurtenant goodwill and the right to bring actions for infringements of the Trademarks occurring prior to the date of this Assignment.

IN TESTIMONY WHEREOF, the Assignee and Assignor have caused this Assignment of Canada and United States Trademarks to be executed by their authorized representative.

Date: *March 25, 2009*, 2009



By: Kraft Foods Schweiz Holding GmbH  
Name: Constance Debaste Jan T. Otto  
Title: Chief Counsel- Trademarks Senior Counsel- Trademarks  
Global Intellectual Property Global Intellectual Property

Date: *April 6*, 2009



By: Kraft Foods France SAS  
Name: *Philippe Loyer*  
Title: *Chief Counsel France & Benelux.*

Appendix A

Marks to transfer from Kraft Foods Schweiz Holding GmbH to Kraft Foods France SAS

<u>Countries</u>	<u>Marks</u>	<u>Reg. No.</u>	<u>Status</u>
Canada	CARTE BLANCHE	339384	Registered
Canada	CARTE NOIRE	302192	Registered
Canada	CARTE NOIRE and Design	304160	Registered
Unites States of America	CARTE NOIRE	2156182	Registered