

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Kraft Foods Schweiz Holding GmbH	FORMERLY Kraft Foods Schweiz Holding AG	03/19/2009	COMPANY: SWITZERLAND
RECEIVING PARTY DATA			
Name:	Kraft Foods Europe GmbH		
Street Address:	Lindbergh-Allee 1,		
City:	Glattpark		
State/Country:	SWITZERLAND		
Postal Code:	8152		
Entity Type:	COMPANY: SWITZERLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2293903	MASTRO LORENZO	
CORRESPONDENCE DATA			
Fax Number:	(847)646-5101		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Email:	trademark@kraft.com, abi.adeleke@kraft.com		
Correspondent Name:	Abi Adeleke		
Address Line 1:	Three Lakes Drive		
Address Line 2:	NF 584		
Address Line 4:	Northfield, ILLINOIS 60093		
ATTORNEY DOCKET NUMBER:	67084 - P1E		
DOMESTIC REPRESENTATIVE			
Name:	Susan H. Frohling		
Address Line 1:	Three Lakes Drive		
Address Line 2:	NF 577		

CH \$40.00 2293903

900132100

**TRADEMARK
 REEL: 003972 FRAME: 0741**

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

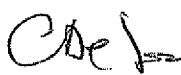
WHEREAS, Kraft Foods Europe GmbH, a company organized and existing under the laws of Switzerland and having its principal place of business at Lindbergh-Allee 1, 8152 Glattpark, Switzerland (“Assignee”), is desirous of acquiring the entire right, title and interest in and to the Trademarks, including 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, be it known that for valuable and legally sufficient consideration, the receipt and legal sufficiency of which are hereby acknowledged by the Assignor, the Assignor has sold, assigned, and transferred, and by these presents do sell, assign, and transfer unto the Assignee, the Assignor’s entire right, title and interest in and to the Trademarks 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 19, 2009


 By: Kraft Foods Schweiz Holding GmbH
 Name: Constance Debaste Alan Ragueneau
 Title: Chief Counsel- Trademarks Senior Counsel- Trademarks
 Global Intellectual Property Global Intellectual Property

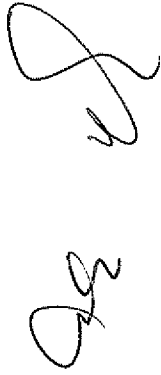
Date: _____, 2009


 By: Kraft Foods Europe GmbH
 Name: Bernd Drey Müller Adrienne Elsner
 Title: Vice President & Senior Vice President &
 Chief Counsel, Kraft Europe General Manager Coffee.
 Kraft Europe

Appendix A

Marks to transfer from Kraft Foods Schweiz Holding GmbH (previously Kraft Foods Schweiz Holding AG) to Kraft Foods Europe GmbH

<u>Country</u>	<u>Marks</u>	<u>Registration number</u>	<u>Status</u>
United States of America	MASTRO LORENZO	2293903	Registered



Handwritten signature or initials, possibly 'AS' and 'LJ', written in black ink.