

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 GmbH	FORMERLY Kraft Foods Schweiz AG	04/20/2009	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: 8			
Property Type	Number	Word Mark	
Registration Number:	0911237		
Registration Number:	2078468		
Registration Number:	2768262	THE PEAK OF CHOCOLATE PLEASURE	
Registration Number:	0557828	TOBLER	
Registration Number:	1877828	TOBLERONE	
Registration Number:	0592881	TOBLERONE	
Registration Number:	2358711	TOBLERONE TRUFFLE PEAKS	
Registration Number:	2649833		
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		

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900132457

**TRADEMARK
 REEL: 003975 FRAME: 0525**

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
Address Line 4: Northfield, ILLINOIS 60093

NAME OF SUBMITTER: abi adeleke

Signature: /aa/

Date: 04/23/2009

Total Attachments: 3
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ASSIGNMENT OF UNITED STATES AND CANADIAN TRADEMARKS

WHEREAS, Kraft Foods Schweiz GmbH (previously Kraft Foods Schweiz AG), a company organized and existing under the laws of Switzerland, and having its principal place of business at Lindbergh-Allee 1, 8152 Glattpark, 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, the Assignor and the Assignee agree as follows:

Based on the dividend resolution of Kraft Foods Schweiz GmbH and the transfer and contribution agreement between Kraft Foods Schweiz Holding GmbH and Kraft Foods Europe GmbH, both effective April 20, 2009, the Assignor has assigned and transferred, and by these presents does assign, and transfer unto the Assignee, the Assignor's entire right, title and interest 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 Deed of Assignment.

The construction, validity and performance of this Deed of Assignment and all non-contractual obligations arising from or connected with this Deed of Assignment shall be governed by the laws of Switzerland. The Deed of Assignment shall become effective as of April 20, 2009.

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: 05 April, 2009

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

Date: 09 April, 2009

B. Drey *M. Reine*
By: Kraft Foods Europe GmbH
Name: Bernd Dreytmüller Michael Reine
Title: Vice President & Vice President
Chief Counsel, Kraft Europe Strategy, Kraft Europe

Appendix A

Marks to be transferred from Kraft Foods Schweiz GmbH (previously Kraft Foods Schweiz AG) to Kraft Foods Europe GmbH

<u>Country</u>	<u>Trademark</u>	<u>Reg. No. (Appl. No.)</u>	<u>Status</u>
Canada	SHADED CHOCOLATE BAR DEVICE	164635	Registered
Canada	TOBLER	46086	Registered
Canada	TOBLER AND DESIGN	281098	Registered
Canada	TOBLER UMBRELLA DESIGN WITH FLOWER	360259	Registered *
Canada	TOBLER UMBRELLA DESIGN WITH FLOWER (OUTLINE)	355240	Registered *
Canada	TOBLERONE	51412	Registered
Canada	TOBLERONE AND TRIANGLE PACKAGE	562648	Registered *
Canada	TOBLERONE AND TRIANGLE PACKAGE(FLAT)	290252	Registered *
Canada	TOBLERONE (BLOCKED & SHADOWED)	355239	Registered *
Canada	TRIANGULAR BAR DEVICE	337785	Registered
Canada	ADMIRAL'S CUP AND DESIGN	250651	Registered *
Canada	OLD MASTER	244852	Registered *
Canada	PICNIC	301663	Registered *
Canada	TERESINA	268989	Registered *
Canada	TOBLERONE TOBELLE	Appl. No. 1410561	Pending
United States of America	CHOCOLATE BAR DEVICE	911237	Registered
United States of America	SHADED CHOCOLATE BAR DEVICE	2078468	Registered
United States of America	THE PEAK OF CHOCOLATE PLEASURE	2768262	Registered
United States of America	TOBLER (STYLIZED)	557828	Registered
United States of America	TOBLER UMBRELLA DESIGN WITH FLOWER	1512936	Registered *
United States of America	TOBLERONE	1877828	Registered
United States of America	TOBLERONE LABEL (FLAT)	592881	Registered
United States of America	TOBLERONE (STYLIZED)	211015	Registered *
United States of America	TOBLERONE TRUFFLE PEAKS	2358711	Registered
United States of America	TRIANGULAR PRALINE ONE SINGLE TOOTH DEVICE	2649833	Registered