

MPL  
1-28-99

02-04-1999



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481-40  
482-2100

To the Honorable Commissioner of Patents

100901714

Additional documents or copy thereof. 484-120

1. Name of conveying party(ies): MPL 1-28-99

HERSHEY CHOCOLATE & CONFECTIONERY CORPORATION

- Individual(s)
- General Partnership
- Corporation (State- Delaware)
- Other \_\_\_\_\_

Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and Address of receiving party(ies)

Name: NEW WORLD PASTA COMPANY  
formerly known as HERSHEY PASTA MANUFACTURING COMPANY  
Address: 100 Crystal A Drive  
Hershey, PA 17033

3. Nature of conveyance: 22

- Assignment
- Security Agreement
- Other \_\_\_\_\_

Execution Date: January 28, 1999

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation (State - Delaware)
- Other \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)  
Additional name(s) & address(es) attached?  Yes  No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)  
See Attached Schedule

B. Trademark Registration No.(s)  
See Attached Schedule

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be sent:

Steven M. Rosenthal, Esq.  
Skadden, Arps, Slate, Meagher & Flom LLP  
919 Third Avenue  
New York, NY 10022

6. Total number of applications and registrations involved: 95

7. Total fee (37 CFR 3.41)..... \$ 2140  
 Enclosed  
 Any deficiency is authorized to be charged to  
Deposit Account No. 19-2385

8. Deposit Account No.

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature:

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

2140E  
120E

Steven Rosenthal  
Name of Person Signing

Steven Rosenthal  
Signature

1/28/99  
Date

01/29/1999 TTON11 00000002 1281774

01 FC:481  
02 FC:482  
03 FC:484

Total number of pages including cover sheet, attachments, and document: 14 13995  
40.00 DP  
2100.00 DP  
120.00 DP

COMMISSIONER OF PATENTS AND TRADEMARKS  
BOX ASSIGNMENT  
WASHINGTON D.C. 20231

TRADEMARK  
REEL: 1800 FRAME: 0668

**SCHEDULE TO RECORDATION COVER SHEET****TRADEMARK REGISTRATIONS**

<b>MARK</b>	<b>REG NO.</b>	<b>REG DATE</b>
AMERICAN BEAUTY PERFECTION BRAND ALL THAT ITS NAME IMPLIES & DESIGN	1281774	6-12-84
AMERICAN BEAUTY PERFECTION BRAND ALL THAT ITS NAME IMPLIES & DESIGN	1288071	7-31-84
AMERICAN BEAUTY	88250	9-10-12
AMERICAN BEAUTY	1642927	4-30-91
AMERICAN BEAUTY & DESIGN	1474360	1-26-88
AMERICAN BEAUTY & DESIGN	1518157	12-27-88
AMERICAN BEAUTY & DESIGN	1905784	7-18-95
AMERICAN BEAUTY & DESIGN	1911635	8-15-95
AMERICAN BEAUTY FETTUCCINE FLORENTINE & DESIGN	1823044	2-22-94
AMERICAN BEAUTY 10,000 LAKES PASTA & DESIGN	1873368	1-10-95
LIGHT & FLUFFY	1109562	12-19-78
MISC DESIGN (MEDALLION)	844679	2-20-68
MISC DESIGN (BUNDLE OF WHEAT)	1456710	9-8-87
MISC DESIGN (MANICOTTI DESIGN)	1248557	8-16-83
MISCELLANEOUS DESIGN (RONZONI)	1986632	7-16-96
MRS. WEISS & DESIGN	646880	6-11-57
MRS. WEISS STYLIZED LETTERS	609228	7-19-55
P&R	1239609	5-24-83
P&R DESIGN	1257063	11-8-83
RONZONI	2004806	10-1-96
RONZONI (STYLIZED)	1201326	7-13-82
RONZONI (IN BLOCK)	2022974	12-17-96
RONZONI (STYLIZED)	518709	12-13-49
RONZONI SONO BUONI	1538349	5-9-89
RONZONI SONO BUONI - RONZONI IS SO GOOD	821366	12-27-66
SAN GIORGIO	607385	6-14-55
SAN GIORGIO	844678	2-20-68
SAN GIORGIO & DESIGN	128415	1-6-20
SAN GIORGIO FETTUCCINE FLORENTINE & DESIGN	1547584	7-11-89

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<b><u>MARK</u></b>	<b><u>REG NO.</u></b>	<b><u>REG DATE</u></b>
SAN GIORGIO SOAK 'N SERVE & DESIGN	1760120	3-23-93
SAN GIORGIO SOUPETTES	968772	9-18-73
SKINNER	670993	12-9-58
SKINNER	1521166	1-17-89
SKINNER GOLD MEDAL	942379	9-5-72
SKINNER'S & DESIGN	1313673	1-8-85
SONO BUONI CLUB	1499534	8-9-88
10,000 LAKES PASTA	1865377	11-29-94
CALCIUM RICH ELBOWS	2194407	10-6-98
CALCIUM RICH SPAGHETTI & DESIGN	2191617	9-22-98
CHOO-CHOO WHEELS	867640	4-1-69
CHOO-CHOO WHEELS & DESIGN	867641	4-1-69
CLASSIC CORNER	1533072	8-4-89
COUNTRY KITCHEN	1467570	12-1-87
CURLY-RONI	701457	7-19-60
D&DESIGN	810854	7-5-66
DELMONICO	541258	4-24-51
DELMONICO & DESIGN	877486	9-23-69
DERBY PASTA	2179603	8-4-98
ECONOMY PAK	1875426	1-24-95
ELBO-RONI	212208	4-27-26
FLUFFY DUMPLETS	524570	4-25-50
HOLSUM	571383	3-3-53
IPPOLITOS	938182	7-18-72
ITALIANO	784189	1-26-65
ITALIANO & DESIGN	843884	2-6-68
ITALIAN PANTRY	872289	7-1-69
KLUS-KY	603456	3-15-55
KRINKLY	769247	5-5-64
LA BELLA ROSA BRAND & DESIGN	1818079	1-25-94
MRS. BECKER'S AND DESIGN	696508	4-19-60
PASTA EXPERTS (THE)	1870717	12-27-94
PEOPLE SHOULD STICK TOGETHER NOT SPAGHETTI	899795	9-29-70
PEOPLE SHOULD STICK TOGETHER NOT MACARONI	919869	9-7-71
PERFECTION & DESIGN	1540729	5-23-89
PERFECTION & DESIGN	682275	7-21-59
PERFECTION AND DESIGN	2064886	5-27-97
POT-PIE	177999	1-1-24
RIPPLETS	653871	10-29-57
ROMA	692148	1-26-60

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TRADEMARK  
REEL: 1800 FRAME: 0670

<u>MARK</u>	<u>REG NO.</u>	<u>REG DATE</u>
ROMA BRAND & DESIGN	1303953	11-6-84
RONI-MAC	695771	4-5-60
SALAD-RONI	551327	11-27-51
SHEL-RONI	551328	11-27-51
SLENDERONI	624605	4-3-56
TRIO ITALIANO	1516570	12-13-88

**PENDING APPLICATIONS**

<u>MARK</u>	<u>APP. NO.</u>	<u>APP. DATE</u>
BUTTEROODLE	75/584,624	11-8-98
CALCIUM RICH AND RIBBON DESIGN	75/578339	10-23-98
CALCIUM RICH AND RIBBON DESIGN	75/578348	10-23-98
LA BELLA ROSA	75/368367	10-6-97
LA BELLA ROSA & DESIGN	75/194595	11-7-96
MISC DESIGN (PASTA CHARACTER)	75/418297	1-15-98
PASTA MANAGER	74/615600	12-27-94
SOUPS 'N SIDES	75/541497	8-24-98
SAN GIORGIO	75/344951	8-21-97
SAN GIORGIO (FOR RESTAURANTS)	<del>75/584624</del>	9-16-98

*75/568,758*

**TRADEMARK ASSIGNMENT**

**THIS TRADEMARK ASSIGNMENT** ("Assignment") is made and entered into as of this 28th day of January 1999, ("Effective Date"), by and between Hershey Chocolate & Confectionery Corporation, a corporation organized under the laws of the State of Delaware, with a mailing address at 5060 Ward Road, Wheat Ridge, Colorado 80033 ("Assignor"), and New World Pasta Company, formerly known as Hershey Pasta Manufacturing Company, a corporation organized under the laws of the State of Delaware, with a mailing address at 100 Crystal A Drive, Hershey, Pennsylvania 17033 ("Assignee").

**WHEREAS**, Assignee wishes to acquire and Assignor wishes to assign its entire right, title and interest in and to (a) those United States trademark registrations and applications for registration identified and set forth on Schedule A; (b) those U.S. State trademark registrations identified and set forth on Schedule B; (c) those foreign trademark registrations and applications for registration identified and set forth on Schedule C; (d) those common law marks identified and set forth on Schedule D (all of the foregoing collectively referred to herein as the "Marks"); and (e) the goodwill of the business associated with the Marks.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and set over to Assignee, its entire right, title and interest in and to the Marks, together with the goodwill of the business with which the Marks are used, for the United States and for all foreign countries,

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EXECUTION COPY

including any renewals and extensions of the registrations that are or may be secured under the laws of the United States and all foreign countries, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made; together with all income, royalties, damages or payments due or payable as of the Effective Date or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Marks, with the right to sue for, and collect the same for Assignee's own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives.

Assignor authorizes and requests the Commissioner of Patents and Trademarks to record Assignee as the assignee and owner of the Marks in the United States. Assignor also authorizes and requests the proper authorities to record Assignee as the assignee and owner of the Marks in all foreign countries.

This Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

\* \* \* \* \*

IN TESTIMONY WHEREOF, the Assignor and Assignee have caused this Assignment to be signed and executed by the undersigned officers thereunto duly authorized this 28th day of January, 1999.

HERSHEY CHOCOLATE & CONFECTIONERY CORPORATION

NEW WORLD PASTA COMPANY

By: [Signature]  
Name: WILLIAM F. CHRIST  
Title: VICE PRESIDENT

By: [Signature]  
Name: BURTON H. SNYDER  
Title: VICE PRESIDENT

STATE OF NEW YORK )  
COUNTY OF NEW YORK ) ss.:

On this 28<sup>th</sup> day of January 1999, there appeared before me WILLIAM CHRIST, personally known to me, who acknowledged that he signed the foregoing Assignment as his/her voluntary act and deed on behalf and with full authority of HERSHEY CHOCOLATE & CONFECTIONERY CORPORATION.

APRIL BLANSHAFT  
Notary Public, State of New York  
No. 01BL5030907  
Qualified in Nassau County  
Commission Expires July 25, 2000

[Signature]  
Notary Public

STATE OF NEW YORK )  
COUNTY OF NEW YORK ) ss.:

On this 28<sup>th</sup> day of January, 1999, there appeared before me BURTON SNYDER, personally known to me, who acknowledged that he signed the foregoing Assignment as his/her voluntary act and deed on behalf and with full authority of NEW WORLD PASTA COMPANY.

APRIL BLANSHAFT  
Notary Public, State of New York  
No. 01BL5030907  
Qualified in Nassau County  
Commission Expires July 25, 2000

[Signature]  
Notary Public

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PEOPLE SHOULD STICK TOGETHER NOT SPAGHETTI	899795	9-29-70
PEOPLE SHOULD STICK TOGETHER NOT MACARONI	919869	9-7-71
PERFECTION & DESIGN	1540729	5-23-89
PERFECTION & DESIGN	682275	7-21-59

\* This registration is still valid but is no longer in use and there is no intention to maintain and/or renew this registration.

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<b>MARK</b>	<b>REG NO.</b>	<b>REG DATE</b>
PERFECTION AND DESIGN	2064886	5-27-97
POT-PIE	177999	1-1-24
RIPPLETS	653871	10-29-57
ROMA	692148	1-26-60
ROMA BRAND & DESIGN	1303953	11-6-84
RONI-MAC	695771	4-5-60
SALAD-RONI	551327	11-27-51
SHEL-RONI	551328	11-27-51
SLENDERONI	624605	4-3-56
TRIO ITALIANO	1516570	12-13-88

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SOUPS 'N SIDES	75/541497	8-24-98
SAN GIORGIO	75/344951	8-21-97
SAN GIORGIO (FOR RESTAURANTS)	<del>75/584624</del>	9-16-98

75/568, 758

**SCHEDULE B****U.S. STATE TRADEMARK REGISTRATIONS**

<b>MARK</b>	<b>STATE</b>	<b>NUMBER</b>	<b>DATE</b>
RONZONI	WEST VIRGINIA	223241	10-11-62
RONZONI	NEVADA	N/A	9/26/62
PERFECTION BRAND	CALIFORNIA	10060	10-29-23
PERFECTION	NEVADA	V.8 P.298	1-16-48

**SCHEDULE C****FOREIGN TRADEMARK APPLICATIONS AND REGISTRATIONS**

<b>COUNTRY</b>	<b>MARK</b>	<b>APP/REG NO.</b>	<b>APP/REG DATE</b>
Canada	RONZONI	758427	6-30-94
Canada	RONZONI & DESIGN	332623	10-2-87
Canada	SAN GIORGIO FETTUCCINE FLORENTINE & DESIGN	777892	3-14-95
Canada	SAN GIORGIO	313746	5-2-86
Haiti	SAN GIORGIO	280/68	2-21-83
Italy	RONZONI	401590	2-12-86
Japan	RONZONI	2159518	8-31-89
Japan	RONZONI	2163159	8-31-89
Mexico	RONZONI	404378	4-8-91
Peru	RONZONI	79256	2-1-84
Portugal	RONZONI	240785	4-28-87
Portugal	RONZONI	240786	4-28-87
Puerto Rico	RONZONI	30114	4-8-91
Russia	RONZONI	144210	7-22-96
Saudi Arabia	RONZONI	254/93	3-24-92
Spain	RONZONI	1160564	10-20-87

**SCHEDULE D**

**COMMON LAW TRADEMARKS**

IDEAL BY SAN GIORGIO

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