

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Concord Confections Inc.		08/27/2004	CORPORATION: CANADA

RECEIVING PARTY DATA	
Name:	6277331 Canada Inc.
Street Address:	1350 Sherbrooke Street West
Internal Address:	Suite 600
City:	Montreal, Quebec
State/Country:	CANADA
Postal Code:	H3G 1J1
Entity Type:	CORPORATION: CANADA

PROPERTY NUMBERS Total: 110

Property Type	Number	Word Mark
Registration Number:	2638407	COTTON CANDY
Registration Number:	2505036	ORIGINAL DUBBLE BUBBLE
Registration Number:	2262631	
Registration Number:	1865362	DUBBLE BUBBLE
Registration Number:	1740049	CRY BABY TEARS
Registration Number:	1202237	BLEEP-BLIP'S
Registration Number:	1146357	
Registration Number:	1117394	MR. BONES
Registration Number:	1047792	EARTH-SHAKERS
Registration Number:	1047791	SMART HEARTS
Registration Number:	1037602	HEY MAN
Registration Number:	1004339	CHEWOLA
Registration Number:	872792	BIG WAD
Registration Number:	835182	SWELL BRAND

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Registration Number:	820866	RAZZLES
Registration Number:	1548538	ALLIGATOR EGGS
Registration Number:	2347915	AMERICA'S FAVORITE SOUR GUM
Registration Number:	1354508	ANIMAL BUBBLES
Registration Number:	2191447	ARCTIC CHEWS
Registration Number:	1774351	BALL-DOZERS
Registration Number:	818812	BIG CHOICE
Registration Number:	854780	BIG SHOT
Registration Number:	1843818	BLO-HO-HO
Registration Number:	2153179	BLOX
Registration Number:	2684810	BUBBLE BLOX
Registration Number:	816328	BUBBLE BUCK
Registration Number:	1481780	BUBBLE BUNNY
Registration Number:	833025	BUBBLE GUM FUN
Registration Number:	1409724	BUBBLE HEAD
Registration Number:	1084163	BUBBLE MACHINE
Registration Number:	2267831	BUBBLE POPCORN
Registration Number:	748252	BUBBLE POPS
Registration Number:	2152920	BUILD 'EM & EAT 'EM
Registration Number:	2157581	BUNNY HOPS
Registration Number:	1886684	BUNNY'S DOZEN
Registration Number:	2700123	CHECKERED FLAG
Registration Number:	1346582	CHEW'EMS
Registration Number:	1727904	CONCORD
Registration Number:	2196496	COOL CHEWS FOR FRESH BREATH
Registration Number:	868234	CRAZY FRUIT
Registration Number:	2519792	CRY BABY
Registration Number:	1763086	CRY BABY
Registration Number:	1740048	CRY BABY TEARS
Registration Number:	1297920	DOGGIE MAN
Registration Number:	2008975	DRAC'S BATS
Registration Number:	1658380	DUBBLE BUBBLE
Registration Number:	2572364	EASTER BASKET EGGS
Registration Number:	2179633	EASTER FLOWERS
Registration Number:	2867331	EAT YOUR VEGGIES

Registration Number:	1719566	EGG HUNT FUN
Registration Number:	633280	EL BUBBLE
Registration Number:	1357059	FIREPLUG CANDY
Registration Number:	1593261	FRESH MOUTH
Registration Number:	1192595	FRUIT HEADS
Registration Number:	709157	FRUIT STIX
Registration Number:	832622	FUN WITH GUM
Registration Number:	1868952	FUN ZONE
Registration Number:	2317291	GAD ZILLIONS
Registration Number:	2155289	GAME TIME
Registration Number:	1478908	GIVE-A-HEART
Registration Number:	2216764	GOLD ROCKS
Registration Number:	1247830	GUMSUCKERS
Registration Number:	1248568	GUMWICH
Registration Number:	1066342	HEROS
Registration Number:	2005059	HORROR POPS
Registration Number:	639810	HOT-CHU
Registration Number:	2408461	JACK HAMMER
Registration Number:	1165731	JOE BLO
Registration Number:	1603944	KID GUMBALL
Registration Number:	1363631	KNUCKLE BALL
Registration Number:	689189	MAGIC
Registration Number:	1408816	MAGIC BUBBLES
Registration Number:	629666	MAGIC COLORS
Registration Number:	829879	MAGIC FLAVORS
Registration Number:	1392545	MAGIC FLOWERS
Registration Number:	832256	MIGHTY BUBBLE
Registration Number:	1807806	OFFICE PLEASURES
Registration Number:	1849519	OH BABY
Registration Number:	2798823	PARLIAMINTS
Registration Number:	2502389	PEN PALS
Registration Number:	629667	PINK OWL
Registration Number:	1946825	PUD
Registration Number:	1483732	PUMPKIN FACE
Registration Number:	2056203	RASCALS

Registration Number:	2095007	RAZZLES
Registration Number:	2452911	RUBBLE GUM
Registration Number:	659600	SATELLITES
Registration Number:	2096040	SEEDLINGS
Registration Number:	1307338	SODA JERK
Registration Number:	1247829	SODA STRAWS
Registration Number:	1148090	SPIDER-EGGS
Registration Number:	2143335	SUPER CHEWS
Registration Number:	961030	SUPERSTAR
Registration Number:	629668	SWELL
Registration Number:	1718447	TEAR JERKERS
Registration Number:	1947125	TONGUE SPLASHERS
Registration Number:	265832	
Registration Number:	2046732	WHISTLE 'N CHEW
Registration Number:	2029589	WHISTLERS
Registration Number:	1873366	YOLK UM'S
Serial Number:	76598836	BLOX
Serial Number:	76589027	BUBBLE POPS
Serial Number:	76534376	BULK VALUE
Serial Number:	76508056	FUN GUM
Serial Number:	76589031	GUMSUCKERS
Serial Number:	76238261	ICE BLUE SERIOUS BREATH MINTS
Serial Number:	76508057	NIK-L-NIP
Serial Number:	76503227	WACK-O-WAX
Serial Number:	76503609	WOWEE
Serial Number:	76503602	WOWEE WHISTLE

CORRESPONDENCE DATA

Fax Number: (617)646-8646
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 617-646-8000
Email: kyost@wolfgreenfield.com
Correspondent Name: Douglas R. Wolf
Address Line 1: 600 Atlantic Avenue
Address Line 2: Wolf Greenfield
Address Line 4: Boston, MASSACHUSETTS 02210

ATTORNEY DOCKET NUMBER:

C1189.40000US00

TRADEMARK

REEL: 002949 FRAME: 0924

DOMESTIC REPRESENTATIVE

Name: Douglas R. Wolf
Address Line 1: 600 Atlantic Avenue
Address Line 2: Wolf Greenfield
Address Line 4: Boston, MASSACHUSETTS 02210

NAME OF SUBMITTER:

Karen Yost

Total Attachments: 8
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ASSIGNMENT

WHEREAS, **Concord Confections Inc.** of 345 Courtland Avenue, Concord, Ontario, Canada, L4K 5A6, (hereinafter "**Concord**") is owner of the Canadian and U.S. trade-marks and applications and registrations thereof shown in the attached Schedule A (hereinafter the "**Marks**") and certain other intellectual property rights.

AND WHEREAS, **6277331 Canada Inc.** of 1350 Sherbrooke Street West, Suite 600, Montreal, Quebec, Canada, H3G 1J1, (hereinafter "**Canada**") is desirous of acquiring:

- (a) the said **Marks**, including any and all common law rights in said **Marks**, and the applications and registrations thereof, together with the business and the goodwill of the business associated therewith; and
- (b) all other intellectual property of the said **Concord** excluding trade-marks outside of Canada and the U.S. and including, without limitation, the intellectual property listed in the attached Schedule B (hereinafter the "**Other Intellectual Property**").

NOW THEREFORE, this instrument witnesseth that for and in consideration of the payment of \$1, and of other good and valuable consideration, the receipt of which is hereby acknowledged:

The said **Concord** by these presents does sell, assign and transfer unto the said **Canada** its entire right, title and interest in and to the:

- (a) said **Marks**, including any and all common law rights in said **Marks**, and the said applications and registrations thereof and the goodwill of the business associated therewith, as well as the business to which the said **Marks** pertain; and

(b) the said **Other Intellectual Property**, including the any and all applications and registrations thereof,
and the right to sue and recover for past infringement, to be held and enjoyed by the said **Canada** as fully as the same would have been held and enjoyed by the said **Canada** had this assignment and sale not been made.

EXECUTED at Montreal and Toronto this 27th day of August, 2004.


Geneord Confections Inc.


Name:
Title:

6277331 Canada Inc.

Miriam B. Musbaum
Name:
Title:






Schedule "A"

CANADIAN TRADE MARKS		
Trademark	App. No.	Reg. No.
	1,068,590	
ABC GUM		435,574
BALL-DOZERS		403,345
BIG CHEW		442,725
BIG WAD		170,809
BLOX		482,495
BONANZA		472,845
BOO-BOO JERKERS		404,930
BUBBLE BLOX		518,264
BUILD 'EM AND EAT 'EM		494,097
CANDY STAMPERS		508,802
CHEW'S YOUR NAME		424,322
CONCORD		394,293
CRY BABY		418,907
DUBBLE BUBBLE		UCA750
FLAME 'N BLIZZARD		399,314
FRESH MOUTH		386,166
FUN GUM		611,596
HAT TRICK		299,599
HERCULES		435,334
KID GUMBALL		379,527
KNEE JERKERS		398,106
MAGIC COLORS		117,779
MAMA ROSA'S		403,346
NIK-L-NIP	1,165,256	
OH BABY		435,301
RAZZLES	1,122,833	





CANADIAN TRADE MARKS

Trademark	App. No.	Reg. No.
SWELL		129,312
TEACHERS PET		376,290
TEAR JERKERS		389,781
THRILLS		473,496
TONGUE SPLASHERS		435,560
TOUR DU CHAPEAU		299,600
TRIPLE CHEW		471,543
TWINKLER		599,606
WACK-O-WAX		613,640
WHISTLE 'N CHEW		455,105
WHISTLERS		456,099
WOWEE		613,072
WOWEE WHISTLE		613,106

U . S . TRADE MARKS

Trademark	Serial No.	Reg. No.
BLOX	76/598,836	
		2,638,407
		2,505,036
		2,262,631
DUBBLE BUBBLE		1,865,362
		1,740,049
BLEEP- BLIPS		1,202,237
		1,146,357
<i>McBones</i>		1,117,394
EARTH-SHAKERS		1,047,792

U . S . T R A D E M A R K S

Trademark	Serial No.	Reg. No.
<i>Smart Hearts</i>		1,047,791
		1,037,602
Chewola		1,004,339
		872,792
		835,182
		820,866
ALLIGATOR EGGS		1,548,538
AMERICA'S FAVORITE SOUR GUM		2,347,915
ANIMAL BUBBLES		1,354,508
ARCTIC CHEWS		2,191,447
BALL-DOZERS		1,774,351
BIG CHOICE		818,812
BIG SHOT		854,780
BLO-HO-HO		1,843,818
BLOX		2,153,179
BUBBLE BLOX		2,684,810
BUBBLE BUCK		816,328
BUBBLE BUNNY		1,481,780
BUBBLE GUM FUN		833,025
BUBBLE HEAD		1,409,724
BUBBLE MACHINE		1,084,163
BUBBLE POPCORN		2,267,831
BUBBLE POPS	76/589,027	
BUBBLE POPS		748,252
BUILD 'EM & EAT 'EM		2,152,920
BULK VALUE	76/534,376	
BUNNY HOPS		2,157,581
BUNNY'S DOZEN		1,886,684

U . S . T R A D E M A R K S

Trademark	Serial No.	Reg. No.
CHECKERED FLAG		2,700,123
CHEW'EMS		1,346,582
CONCORD		1,727,904
COOL CHEWS FOR FRESH BREATH		2,196,496
CRAZY FRUIT		868,234
CRY BABY		2,519,792
CRY BABY		1,763,086
CRY BABY TEARS		1,740,048
DOGGIE MAN		1,297,920
DRAC'S BATS		2,008,975
DUBBLE BUBBLE		1,658,380
EASTER BASKET EGGS		2,572,364
EASTER FLOWERS		2,179,633
EAT YOUR VEGGIES		2,867,331
EGG HUNT FUN		1,719,566
EL BUBBLE		633,280
FIREPLUG CANDY		1,357,059
FRESH MOUTH		1,593,261
FRUIT HEADS		1,192,595
FRUIT STIX		709,157
FUN GUM	76/508,056	
FUN WITH GUM		832,622
FUN ZONE		1,868,952
GAD ZILLIONS		2,317,291
GAME TIME		2,155,289
GIVE-A-HEART		1,478,908
GOLD ROCKS		2,216,764
GUMSUCKERS	76/589,031	
GUMSUCKERS		1,247,830
GUMWICH		1,248,568

U . S . T R A D E M A R K S

Trademark	Serial No.	Reg. No.
HEROS		1,066,342
HORROR POPS		2,005,059
HOT-CHU		639,810
ICE BLUE SERIOUS BREATH MINTS	76/238261	
JACK HAMMER		2,408,461
JOE BLO		1,165,731
KID GUMBALL		1,603,944
KNUCKLE BALL		1,363,631
MAGIC		689,189
MAGIC BUBBLES		1,408,816
MAGIC COLORS		629,666
MAGIC FLAVORS		829,879
MAGIC FLOWERS		1,392,545
MIGHTY BUBBLE		832,256
NIK-L-NIP	76/508,057	
OFFICE PLEASURES		1,807,806
OH BABY		1,849,519
PARLIAMINTS		2,798,823
PEN PALS		2,502,389
PINK OWL		629,667
PUD		1,946,825
PUMPKIN FACE		1,483,732
RASCALS		2,056,203
RAZZLES		2,095,007
RUBBLE GUM		2,452,911
SATELLITES		659,600
SEEDLINGS		2,096,040
SODA JERK		1,307,338
SODA STRAWS		1,247,829
SPIDER-EGGS		1,148,090

U . S . T R A D E M A R K S

Trademark	Serial No.	Reg. No.
SUPER CHEWS		2,143,335
SUPERSTAR		961,030
SWELL		629,668
TEAR JERKERS		1,718,447
TONGUE SPLASHERS		1,947,125
TWINKLERS		2,658,232
WACK-O-WAX	76/503,227	
WHISTLE 'N CHEW		2,046,732
WHISTLERS		2,029,589
WOWEE	76/503,609	
WOWEE WHISTLE	76/503,602	
YOLK UM'S		1,873,366