

**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>
Mars, Incorporated		10/09/2008	CORPORATION: DELAWARE

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Lucas World, Inc.
<b>Street Address:</b>	13017 Artesia Blvd.
<b>City:</b>	Cerritos
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	90703-1364
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 39**

Property Type	Number	Word Mark
Registration Number:	3068604	
Registration Number:	2811342	BOMVASO
Registration Number:	3016387	
Registration Number:	3301814	CHAMOY
Registration Number:	2097632	CRAZY HAIR
Registration Number:	2011255	
Registration Number:	2835557	
Registration Number:	2876327	
Registration Number:	2835558	
Registration Number:	3136158	
Registration Number:	2976726	CRAZY MIX
Registration Number:	3012646	GUSANO
Registration Number:	2056867	
Registration Number:	3226850	LIMON

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Serial Number:	78608971	LUCAS
Serial Number:	78617336	LUCAS
Registration Number:	1874785	LUCAS
Registration Number:	1703564	LUCAS
Registration Number:	1745954	LUCAS
Registration Number:	3145876	LUCAS
Registration Number:	3154502	LUCAS
Registration Number:	3029809	
Registration Number:	3063782	
Registration Number:	3145891	LUCAS POPS
Registration Number:	3145887	LUCAS POPS MAX
Registration Number:	3145895	LUCAS POPS
Registration Number:	3124004	LUCAS POPS XTRA
Registration Number:	3145888	LUCAS POPS XTRA
Registration Number:	3059157	LUCAS
Registration Number:	2805502	MUECAS
Registration Number:	2841907	
Registration Number:	3073934	PANZON
Registration Number:	3093612	PANZON
Registration Number:	1877193	
Registration Number:	2977868	SALSAGHETI
Registration Number:	2949361	SKWINKLES
Registration Number:	3073940	SKWINKLES
Registration Number:	2972533	SKWINKLES MAS
Registration Number:	2971684	XFRUTS

**CORRESPONDENCE DATA**

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Address Line 4: New York, NEW YORK 10019

ATTORNEY DOCKET NUMBER: 027845.00001

NAME OF SUBMITTER:	Leslie K. Mitchell
Signature:	/Leslie K. Mitchell/
Date:	10/10/2008
Total Attachments: 3 source=Mars Lucas IP#page1.tif source=Mars Lucas IP#page2.tif source=Mars Lucas IP#page3.tif	

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made between Mars, Incorporated, a Delaware corporation (hereinafter referred to as "Assignor"), and Lucas World, Inc., a Delaware corporation (hereinafter referred to as "Assignee").

WHEREAS, Assignor is the owner of certain trademarks for which it has filed applications in the United States Patent and Trademark Office (hereinafter referred to as the "Marks") which are currently pending and/or registered and are listed in Schedule A, attached hereto and incorporated herewith and made part of this Assignment; and

WHEREAS, Assignee is desirous of acquiring said Marks identified in Schedule A, along with the goodwill of the business pertaining thereto.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign, and transfer to Assignee, the entire right, title, and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks identified in Schedule A, and registrations thereof.

Date: October 9, 2008

MARS, INCORPORATED

By: 

Title: Authorized Officer

**SCHEDULE A**

**Trademark Schedule**

<b>TRADEMARKS</b>	<b>Application No.</b>	<b>Registration No.</b>
BABY LUCAS CONTAINER Device	76454772	3068604
BOMVASO	76374571	2811342
Bomvaso 3-D Container Device	76563460	3016387
CHAMOY b/w Device	78714150	3301814
CRAZY HAIR	75169061	2097632
Crazy Hair Container b/w Device	75012170	2011255
CRAZY HAIR Device	76434915	2835557
CRAZY HAIR Device	76490373	2876327
CRAZY MIX Device	76434916	2835558
CRAZY MIX Device	76454771	3136158
CRAZY MIX Device	76302375	2976726
GUSANO	76581336	3012646
Gusano Container b/w Device	75012052	2056867
LIMON Stylised	78715467	3226850
LUCAS	78608971	N/A
LUCAS & Duck Footprint device	78617336	N/A
LUCAS Device	74379152	1874785
LUCAS Device	74197136	1703564
LUCAS Device	74197137	1745954
Lucas Duck Character b/w Device	76546188	3145876
Lucas Duck Character Colour Device	76546189	3154502

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Lucas Duck Face Colour Device	76549457	3029809
Lucas Duck Portrait b/w Device	78714141	3063782
LUCAS POPS	76558642	3145891
LUCAS POPS MAX	76558458	3145887
LUCAS POPS Stylised	76559499	3145895
LUCAS POPS XTRA	76558457	3124004
LUCAS POPS XTRA Colour Device	76558459	3145888
LUCAS Stylized Word	78714130	3059157
MUECAS	76374570	2805502
Muecas Container b/w Device	76434917	2841907
PANZON	76478523	3073934
PANZON Colour Device	76561764	3093612
Pulpadip Container b/w Device	74394716	1877193
SALSAGHETI	76561281	2977868
SKWINKLES	76977264	2949361
SKWINKLES	76495176	3073940
SKWINKLES MAS b/w Device	76977262	2972533
XFRUTS	76478520	2971684

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RECORDED: 10/10/2008

TRADEMARK  
REEL: 003868 FRAME: 0438