

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT																					
NATURE OF CONVEYANCE:	ASSIGNMENT																					
CONVEYING PARTY DATA																						
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr><td>Krista CESSNA</td><td>02/27/2009</td></tr> <tr><td>Sharon CIN</td><td>03/03/2009</td></tr> <tr><td>William Jeffrey HURST</td><td>02/26/2009</td></tr> <tr><td>Ashley L. BOLDT</td><td>02/27/2009</td></tr> <tr><td>Gregory ZERPHY</td><td>03/02/2009</td></tr> <tr><td>Brian S. BAKER</td><td>03/03/2009</td></tr> <tr><td>Douglas B. BROWN</td><td>02/27/2009</td></tr> <tr><td>Tim KOHR</td><td>02/26/2009</td></tr> <tr><td>Malathy NAIR</td><td>03/04/2009</td></tr> </tbody> </table>			Name	Execution Date	Krista CESSNA	02/27/2009	Sharon CIN	03/03/2009	William Jeffrey HURST	02/26/2009	Ashley L. BOLDT	02/27/2009	Gregory ZERPHY	03/02/2009	Brian S. BAKER	03/03/2009	Douglas B. BROWN	02/27/2009	Tim KOHR	02/26/2009	Malathy NAIR	03/04/2009
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RECEIVING PARTY DATA																						
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 20%;">Name:</td><td>The Hershey Company</td></tr> <tr><td>Street Address:</td><td>100 Crystal A Drive</td></tr> <tr><td>City:</td><td>Hershey</td></tr> <tr><td>State/Country:</td><td>PENNSYLVANIA</td></tr> <tr><td>Postal Code:</td><td>17033</td></tr> </table>			Name:	The Hershey Company	Street Address:	100 Crystal A Drive	City:	Hershey	State/Country:	PENNSYLVANIA	Postal Code:	17033										
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CORRESPONDENCE DATA																						
<p>Fax Number: (202)719-7049</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 202-719-7000</p> <p>Email: jashton@wileyrein.com</p> <p>Correspondent Name: Wiley Rein LLP</p> <p>Address Line 1: 1776 K Street, N.W.</p> <p>Address Line 4: Washington, DISTRICT OF COLUMBIA 20006</p>																						

OP \$40.00 11717163

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PATENT
REEL: 022362 FRAME: 0439

ATTORNEY DOCKET NUMBER:

78972.0042A

NAME OF SUBMITTER:

David J. Kulik

Total Attachments: 9

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ASSIGNMENT FOR PATENT APPLICATION

WHEREAS, I/WE, Krista CESSNA, having a postal address of USA; Sharon CIN having a postal address of USA; William Jeffrey HURST having a postal address of 400 7th Street, Mt. Gretna, Pennsylvania 17064; Ashley L. BOLDT, having a postal address of 6100 Sprinford Drive, #2A, Harrisburg, PA 17111; Gregory ZERPHY, having a postal address of 40 Kirby Drive, Elizabethtown, Pennsylvania 17022; Brian S. BAKER, having a postal address of 330 Hup Road, Millersburg, Pennsylvania 17033; Douglas B. BROWN, having a postal address of 1050 Hillview Lane, Hershey, Pennsylvania 17033 have invented a new and useful invention and/or improvements to the subject matter of:

STEEPED COCOA BEVERAGES

described in certain patent applications, namely U.S. Provisional Patent applications 60/781,327, filed March 13, 2006, and 60/872,515, filed December 4, 2006, and any other patent application filed on the basis of priority or claiming priority benefit, in whole or in part, of any such application, such as U.S. Patent Application 11/717,165 filed March 13, 2007, and PCT/US 07/06284 filed March 13, 2007, and any foreign application based upon any such application or said PCT application (hereinafter "Patent Applications");

AND, WHEREAS, THE HERSHEY COMPANY, a corporation organized under the laws of US and having a place of business located at 100 Crystal Drive, Hershey, Pennsylvania 17033 (hereinafter "ASSIGNEE"), is desirous of acquiring certain rights to said invention and under the Patent Applications, and whereas the undersigned is under an obligation to assign such rights to his employer or the parent company of the employer;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) or the equivalent thereof, and other good and valuable consideration, the receipt of which is hereby acknowledged, I do hereby sell, assign and transfer unto said ASSIGNEE, its successors, assigns and legal representatives, my entire right, title and interest in and throughout every country of the World and including the United States of America (including its territories and dependencies), and including regional and international patent authorities and every country belonging to the Paris Convention Treaty or Patent Cooperation Treaty, now or in the future, in and to said invention and/or improvements and in said Patent Applications, any other applications throughout the world based upon or claiming priority in whole or in part to the U.S. Provisional Application 60/ or said Patent Applications, including provisional, divisional, renewal, substitute, continuation, reexamination and reissue applications based in whole or in part on said U.S. Provisional Application or said Patent Applications or in whole or in part on said invention and/or improvements, any regional or foreign applications, including international and regional applications, based in whole or in part on any of the aforesaid

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U.S. Provisional Application or said Patent Applications or in whole or in part on said invention and improvements, and in and to any and all Letters Patent or Patent Grants, including extensions thereof, which have been or may be granted on any of the aforesaid Patent Applications or on said invention and/or improvements or any parts thereof;

AND I/WE hereby authorize the appointed agents of ASSIGNEE, Wiley Rein LLP, whose address is 1776 K Street, NW, Washington, DC, 20006, and any other agent appointed by ASSIGNEE or Wiley Rein in the future and/or throughout the World, to insert hereon any identification necessary or desirable for recordation of this document, including the filing date and application number of future patent applications when known;

AND I/WE hereby agree for ourselves and our heirs, executors and administrators to timely execute without further consideration any further documents and instruments which may be necessary, lawful and proper in the prosecution of said above-referenced Patent Applications or in the preparation or prosecution of any future applications throughout the World, including continuing, substitute, divisional, renewal, reexamination or reissue applications, or in any amendments, opposition, reexam, reissue, extensions or interference proceedings, that may be necessary to secure to ASSIGNEE its interest and title in and to said invention or any parts thereof, and in and to said several Patent Applications or patents or any of them;

AND I/WE hereby agree for ourselves and our heirs, executors and administrators to timely inform ASSIGNEE or our employer (The Hershey Company) of any change in residence address and/or postal address for the purpose of sending certified mail in order to secure the execution of future document as noted above;

AND I/WE hereby covenant for ourselves and our legal representatives, and agree with said ASSIGNEE, its successors and assigns, that we have granted no right or license to make, use, sell or offer to sell said invention in conflict with this Assignment, and that we will not execute any instrument in conflict therewith;

AND I/WE do hereby authorize and request the patent office, regional patent authority, or any agency or authority with power to issue or grant a Patent in any region or country of the world, including the United States Commissioner for Patents, to issue any and all Letters Patent or Patent Grants which may be granted upon said Patent

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Applications, or upon said invention or any parts thereof when granted, to said ASSIGNEE.

IN WITNESS WHEREOF, I/WE have hereunto set my hands and seal.

Feb 27, 2009
Date

Krista Cessna
Krista CESSNA

I, Ann L. Pearson, declare that I was personally present and did see
Krista CESSNA duly sign and execute the above assignment.

Ann L. Pearson
(signature of notary/witness)
Notarial Seal
Ann L. Pearson, Notary Public
Jackson Twp., Lebanon County
My Commission Expires Dec. 5, 2011
Member, Pennsylvania Association of Notaries
3/3/09
Date

Sharon CIN
Sharon CIN

I, Carol A. Danz, declare that I was personally present and did see
Sharon CIN duly sign and execute the above assignment.

Carol A. Danz
(signature of notary/witness)
NOTARIAL SEAL
Carol A. Danz, Notary Public
Derry Twp., Dauphin County
My commission expires May 2, 2009

26 Feb 2009

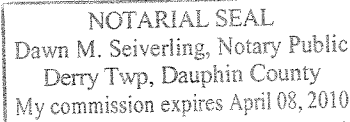
Date

William Jeffrey Hurst
William Jeffrey HURST

I, Dawn Seiverling, declare that I was personally present and did see

William Jeffrey HURST duly sign and execute the above assignment.

Dawn M. Seiverling
(signature of notary/witness)



2-27-09

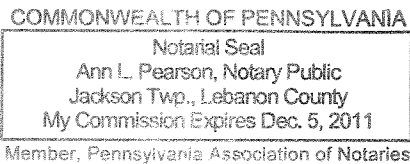
Date

Ashley L. Boldt
Ashley L. BOLDT

I, Ann L. Pearson, declare that I was personally present and did see

Ashley L. BOLDT duly sign and execute the above assignment.

Ann L. Pearson
(signature of notary/witness)



3/2/09

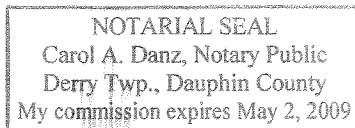
Date

Gregory Zephy
Gregory ZERPBY

I, Carol A. Danz, declare that I was personally present and did see

Gregory ZERPBY duly sign and execute the above assignment.

Carol A. Danz
(signature of notary/witness)



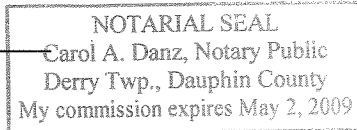
3/3/09
Date

Brian S. Baker
Brian S. BAKER

I, Carol A. Danz, declare that I was personally present and did see

Brian S. BAKER duly sign and execute the above assignment.

Carol A. Danz
(signature of notary/witness)



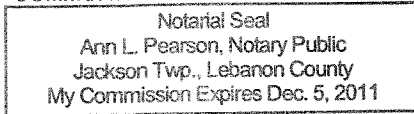
2/27/2009
Date

Douglas B. Brown
Douglas B. BROWN

I, Ann L. Pearson, declare that I was personally present and did see

Douglas B. BROWN duly sign and execute the above assignment.

Ann L. Pearson
(signature of notary/witness)



Member, Pennsylvania Association of Notaries

* * * * *

12946204.1

ASSIGNMENT FOR PATENT APPLICATION

WHEREAS, I, Tim KOHR, having a postal address of 129 North Railroad Street, Myerstown, PA 17067, have invented a new and useful invention and improvements to the subject matter of:

**STEEPED COCOA COMPOSITIONS AND FUNCTIONAL COCOA BEVERAGES MADE
FROM THEM
and
FUNCTIONAL COCOA BEVERAGES**

described in certain patent applications, namely U.S. Provisional Patent applications 60/781,327, filed March 13, 2006, and 60/872,515, filed December 4, 2006, and any other patent application filed on the basis of priority or claiming priority benefit, in whole or in part, of any of these applications, such as U.S. Patent Application 11/717,165 filed March 13, 2007, U.S. Patent Application 11/717,163 filed March 13, 2007 and PCT/US 07/06284 filed March 13, 2007, and any foreign application based upon any such application or said PCT application (hereinafter "Patent Applications");

AND, WHEREAS, The Hershey Company, a corporation organized under the laws of the State of Pennsylvania, having a place of business located at 100 Crystal A Drive, Hershey, Pennsylvania 17033 (hereinafter "ASSIGNEE"), is desirous of acquiring certain rights to said invention and under the applications;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) or the equivalent thereof, and other good and valuable consideration, the receipt of which is hereby acknowledged, I/we do hereby sell, assign and transfer unto said ASSIGNEE, its successors, assigns and legal representatives, our entire right, title and interest in and throughout the World and including the United States of America (including its territories and dependencies) in and to said invention and improvements and said Patent Applications, any other applications throughout the world based upon or claiming priority to these Patent Applications, including provisional, divisional, renewal, substitute, continuation, reexamination and reissue applications based in whole or in part on said Patent Applications or in whole or in part on said invention and improvements, any regional or foreign applications, including international and regional applications, based in whole or in part on any of the aforesaid Patent Applications or in whole or in part on said invention and improvements, and in and to any and all Letters Patent or Patent Grants, including extensions thereof, which have been or may be granted on any of the aforesaid Patent Applications or on said invention and improvements or any parts thereof;

AND I/WE hereby authorize the appointed agents of ASSIGNEE, Wiley Rein LLP, whose address is 1776 K Street, NW, Washington, DC, 20006, and any agent appointed by Wiley Rein, to insert hereon any identification necessary or desirable for recordation of this document, including the filing date and application number of patent applications when known;

WILEY REIN LLP
1776 K STREET, NW
WASHINGTON, DC 20006
202.719.7000 (TELEPHONE) 202.719.7049 (FACSIMILE)

AND I/WE hereby agree for ourselves and our heirs, executors and administrators to execute without further consideration any further documents and instruments which may be necessary, lawful and proper in the prosecution of said above-referenced Patent Applications or in the preparation or prosecution of any continuing, substitute, divisional, renewal, reexamination or reissue application or in any amendments, opposition, extensions or interference proceedings, that may be necessary to secure to ASSIGNEE its interest and title in and to said invention or any parts thereof, and in and to said several patents or any of them;

AND I/WE hereby covenant for ourselves and our legal representatives, and agree with said ASSIGNEE, its successors and assigns, that we have granted no right or license to make, use, sell or offer to sell said invention in conflict with this Assignment, and that we will not execute any instrument in conflict therewith;

AND I/WE do hereby authorize and request the patent office, regional patent authority, or any agency or authority with power to issue or grant a Patent in any region or country of the world, including the United States Commissioner for Patents, to issue any and all Letters Patent or Patent Grants which may be granted upon said Patent Applications, or upon said invention or any parts thereof when granted, to said ASSIGNEE.

IN WITNESS WHEREOF, I/WE have hereunto set our hands and seals.

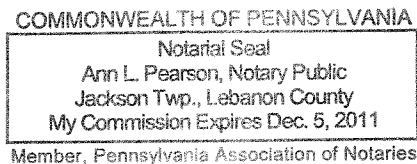
2-26-09
Date

Tim KOHR
Tim KOHR

I, Ann L. Pearson, declare that I was personally present and did see

Tim KOHR duly sign and execute the above assignment.

Ann L. Pearson
(signature of notary/witness)



* * * * *

12946206.1

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Page 2 of 2

PATENT
REEL: 022362 FRAME: 0447

ASSIGNMENT FOR PATENT APPLICATION

WHEREAS, I/WE, Malathy NAIR, having a postal address of 234 Townhouse, Hershey, Pennsylvania 17033, have invented a new and useful invention and improvements to the subject matter of:

**STEEPED COCOA COMPOSITIONS AND FUNCTIONAL COCOA BEVERAGES MADE
FROM THEM
and
FUNCTIONAL COCOA BEVERAGES**

described in certain patent applications, namely U.S. Provisional Patent applications 60/781,327, filed March 13, 2006, and 60/872,515, filed December 4, 2006, and any other patent application filed on the basis of priority or claiming priority benefit, in whole or in part, of any of these applications, such as U.S. Patent Application 11/717,165 filed March 13, 2007, U.S. Patent Application 11/717,163 filed March 13, 2007 and PCT/US 07/06284 filed March 13, 2007, and any foreign application based upon any such application or said PCT application (hereinafter "Patent Applications");

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NOW, THEREFORE, consistent with my obligations during the term of my employment and/or in consideration of the sum of One Dollar (\$1.00) or the equivalent thereof, and other good and valuable consideration, the receipt of which is hereby acknowledged, I/we do hereby sell, assign and transfer unto said ASSIGNEE, its successors, assigns and legal representatives, our entire right, title and interest in and throughout the World and including the United States of America (including its territories and dependencies) in and to said invention and improvements and said Patent Applications, any other applications throughout the world based upon or claiming priority to these Patent Applications, including provisional, divisional, renewal, substitute, continuation, reexamination and reissue applications based in whole or in part on said Patent Applications or in whole or in part on said invention and improvements, any regional or foreign applications, including international and regional applications, based in whole or in part on any of the aforesaid Patent Applications or in whole or in part on said invention and improvements, and in and to any and all Letters Patent or Patent Grants, including extensions thereof, which have been or may be granted on any of the aforesaid Patent Applications or on said invention and improvements or any parts thereof;

AND I/WE hereby authorize the appointed agents of ASSIGNEE, Wiley Rein LLP, whose address is 1776 K Street, NW, Washington, DC, 20006, and any agent appointed by Wiley Rein, to insert hereon any identification necessary or desirable for

recording of this document, including the filing date and application number of patent applications when known;

AND I/WE hereby agree for ourselves and our heirs, executors and administrators to execute without further consideration any further documents and instruments which may be necessary, lawful and proper in the prosecution of said above-referenced Patent Applications or in the preparation or prosecution of any continuing, substitute, divisional, renewal, reexamination or reissue application or in any amendments, opposition, extensions or interference proceedings, that may be necessary to secure to ASSIGNEE its interest and title in and to said invention or any parts thereof, and in and to said several patents or any of them;

AND I/WE hereby covenant for ourselves and our legal representatives, and agree with said ASSIGNEE, its successors and assigns, that we have granted no right or license to make, use, sell or offer to sell said invention in conflict with this Assignment, and that we will not execute any instrument in conflict therewith;

AND I/WE do hereby authorize and request the patent office, regional patent authority, or any agency or authority with power to issue or grant a Patent in any region or country of the world, including the United States Commissioner for Patents, to issue any and all Letters Patent or Patent Grants which may be granted upon said Patent Applications, or upon said invention or any parts thereof when granted, to said ASSIGNEE.

IN WITNESS WHEREOF, I/WE have hereunto set our hands and seals.

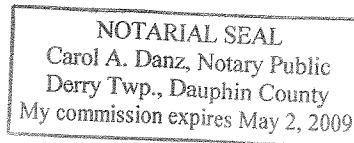
Mar 4, 2008
Date

Malathy Nair
Malathy NAIR

I, Carol A. Danz, declare that I was personally present and did see

Malathy NAIR duly sign and execute the above assignment.

Carol A. Danz
(signature of notary/witness)



* * * * *

12946207.1

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1776 K STREET, N.W.
WASHINGTON, D.C. 20006
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