

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The Bank of New York		02/21/2008	Administrative Agent: NEW YORK

RECEIVING PARTY DATA

Name:	MSH SOUTH, INC.
Street Address:	103 Foulk Road,
City:	Wilmington,
State/Country:	DELAWARE
Postal Code:	19803
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 42

Property Type	Number	Word Mark
Serial Number:	73323443	ZOOAMERICA
Serial Number:	73517640	EXECUTIVE PRIVILEGES
Serial Number:	73592514	ZOOAMERICA
Serial Number:	73615787	BREAKAWAY
Serial Number:	74082213	EXECUTIVE PRIVILEGE
Serial Number:	74448015	TIDAL FORCE
Serial Number:	74481273	DUTCH WONDERLAND
Serial Number:	74482079	CASTLE GIFT SHOP
Serial Number:	74493909	COME BACK GUARANTEE
Serial Number:	74508794	SOOPERDOOPERLOOPER
Serial Number:	74536987	WAX MUSEUM OF LANCASTER COUNTY HISTORY
Serial Number:	74634829	TIDAL FORCE
Serial Number:	75340234	GREAT BEAR
Serial Number:	75398359	GREAT BEAR

CH \$1065.00 73323443

Serial Number:	75424252	LEBBIE LEBKICHER'S
Serial Number:	75495502	LEBBIE LEBKICHER'S EATERY & PUB
Serial Number:	75607033	THE FAIR THAT LASTS ALL SUMMER LONG
Serial Number:	75899195	LIGHTNING RACER
Serial Number:	75899196	LIGHTNING RACER
Serial Number:	76040108	
Serial Number:	76040109	
Serial Number:	76040377	COCOA BEANERY
Serial Number:	76040383	GRINDER'S GOURMET COFFEE SHOP
Serial Number:	76040384	MERRY DERRY DIP
Serial Number:	76190367	SWEETEST SUITES
Serial Number:	76299982	DISCOVER LANCASTER COUNTY HISTORICAL MUSEUM
Serial Number:	76299983	OLD MILL STREAM CAMPING MANOR
Serial Number:	76319438	ROLLER SOAKER
Serial Number:	76362473	COCOA SUITES
Serial Number:	76363734	CHRISTMAS CANDYLANE
Serial Number:	76396030	A KINGDOM FOR KIDS!
Serial Number:	76396032	A KINGDOM FOR KIDS!
Serial Number:	76419158	CREATURES OF THE NIGHT
Serial Number:	76544437	STORM RUNNER
Serial Number:	76552814	RANGER SCRATCH
Serial Number:	78370042	VERTICAL HORSEPOWER
Serial Number:	78385616	DUTCH WINTER WONDERLAND
Serial Number:	78388214	STORM RUNNER
Serial Number:	78496903	SWEETMAIL
Serial Number:	78499300	CHOCOLATE SPA
Serial Number:	78509335	COCOA KIDS CLUB
Serial Number:	78510337	SWEET INDULGENCE

CORRESPONDENCE DATA

Fax Number: (610)371-8506
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 609-987-7050
Email: ejs@stevenslee.com
Correspondent Name: Elliott J. Stein, Esq.
Address Line 1: 600 College Road East,
Address Line 2: Suite 4400,

TRADEMARK
REEL: 003751 FRAME: 0720

Address Line 4: Princeton,, NEW JERSEY 08540

ATTORNEY DOCKET NUMBER: 065152.00029

NAME OF SUBMITTER: Elliott J. Stein

Signature: /varlawyer/

Date: 04/03/2008

Total Attachments: 4
source=HERSHEY-MSHSO-TM-ReleaseSecInt-022108#page1.tif
source=HERSHEY-MSHSO-TM-ReleaseSecInt-022108#page2.tif
source=HERSHEY-MSHSO-TM-ReleaseSecInt-022108#page3.tif
source=HERSHEY-MSHSO-TM-ReleaseSecInt-022108#page4.tif

ASSIGNMENT OF PATENTS & TRADEMARKS

(Release of Security Interests Therein)

THE BANK OF NEW YORK, AS ADMINISTRATIVE AGENT (the "ASSIGNOR") with offices at One Wall Street, New York, NY 10286 certifies and agrees as follows:

1. By that certain Amended and Restated Security Agreement dated on or about September 18, 2002 ("INSTRUMENT"), ASSIGNOR obtained a security interest in and assignment of the United States Patents and Patent Applications described on SCHEDULE A ("PATENTS") and the Registered Trademarks and Applications for Trademark Registration (together with all associated goodwill) described on Schedule B ("TRADEMARKS") of MSH SOUTH, INC. ("ASSIGNEE"); and
2. ASSIGNEE has satisfied the conditions of the INSTRUMENT and is entitled to the cancellation of ASSIGNOR's security interest in and to the PATENTS and TRADEMARKS and the (re)assignment of its interest therein to ASSIGNEE; and
3. ASSIGNOR has not previously assigned or otherwise transferred its interest in the PATENTS or TRADEMARKS, or any of them, to any other person or entity;

NOW, THEREFORE, in consideration of the payment of Ten (US\$10.00) U.S. Dollars, and other good and valuable consideration, the receipt and sufficiency of which are acknowledged by the ASSIGNOR, ASSIGNOR, by these presents, does hereby sell, assign, transfer and dispose of its entire right, title and interest in and to the PATENTS and TRADEMARKS, and any of them, to ASSIGNEE to be held and enjoyed by said ASSIGNEE for its own use, behoof and benefit, and for the behoof and benefit of ASSIGNEE's legal representatives and assigns, free and clear of any claim or interest of ASSIGNOR, or any person or entity claiming by or through ASSIGNOR.

FURTHER, ASSIGNOR authorizes ASSIGNEE to record this Assignment and shall execute and deliver to ASSIGNEE, such other documents as ASSIGNEE, its legal representatives or assignees may reasonably require to effect and/or confirm the cancellation of ASSIGNOR's interest in and to the PATENTS and TRADEMARKS, and any of them.

[SIGNATURE PAGE FOLLOWS]

EXECUTED this 21st day of February 2008 at New York, NY in the United States.

THE BANK OF NEW YORK
AS ADMINISTRATIVE AGENT

Thomas J. McCormack

By: THOMAS J. McCORMACK

Title: VICE PRESIDENT

State of NEW YORK)
County of NEW YORK) ss:

Before me personally appeared THOMAS J. McCORMACK on this 21 day of FEBRUARY, 2008, the above-named person who I am satisfied is ~~the~~ VICE PRESIDENT of ASSIGNOR and who did and was authorized to sign the within document.

SEAL

Richard W. Katz
Notary Public

RICHARD W. KATZ
Notary Public, State of New York
No. 02KAS70888
Qualified in New York County
Term Expires 10-21-09

Schedule A
PATENTS

Patent No.	Appl. No.	Title
		NONE

Schedule B
TRADEMARKS

Serial No.	Registration No.	Mark
73/323443	1227843	ZOOAMERICA
73/517640	1385521	EXECUTIVE PRIVILEGES
73/592514	1436780	ZOOAMERICA
73/615787	1436886	BREAKAWAY
74/082213	1756121	EXECUTIVE PRIVILEGE
74/448015	1877215	TIDAL FORCE
74/481273	1899268	DUTCH WONDERLAND
74/482079	1907715	CASTLE GIFT SHOP
74/493909	1934731	COME BACK GUARANTEE
74/508794	1884046	SOOPERDOOPERLOOPER
74/536987		WAX MUSEUM OF LANCASTER COUNTY HISTORY
74/634829	1957637	TIDAL FORCE
75/340234	2190010	GREAT BEAR
75/398359	2233029	GREAT BEAR
75/424252	2302746	LEBBIE LEBKICHER'S
75/495502	2302893	LEBBIE LEBKICHER'S EATERY & PUB
75/607033		THE FAIR THAT LASTS ALL SUMMER LONG
75/899195	2511169	LIGHTNING RACER
75/899196	2511170	LIGHTNING RACER
76/040108	2453117	Miscellaneous Design
76/040109	2519531	Miscellaneous Design
76/040377	2616495	COCOA BEANERY
76/040383	2457219	GRINDER'S GOURMET COFFEE SHOP
76/040384	2453122	MERRY DERRY DIP
76/190367	2506735	SWEETEST SUITES
76/299982	2563697	DISCOVER LANCASTER COUNTY HISTORICAL MUSEUM
76/299983	2567381	OLD MILL STREAM CAMPING MANOR
76/319438	2687402	ROLLER SOAKER
76/362473	2763470	COCOA SUITES
76/363734	2649296	CHRISTMAS CANDYLANE

76/396030	2872228	A KINGDOM FOR KIDS!
76/396032	2872229	A KINGDOM FOR KIDS!
76/419158	2715528	CREATURES OF THE NIGHT
76/544437	2933840	STORM RUNNER
76/552814	2972282	RANGER SCRATCH
78/370042	3014047	VERTICAL HORSEPOWER
78/385616	2947909	DUTCH WINTER WONDERLAND
78/388214	3005094	STORM RUNNER
78/496903	3195652	SWEETMAIL
78/499300	3195655	CHOCOLATE SPA
78/509335	3035395	COCOA KIDS CLUB
78/510337	3035431	SWEET INDULGENCE
///		