

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Mars, Incorporated		04/29/2009	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
Name:	Lucas World, Inc.		
Street Address:	13017 ARTESIA BLVD.		
City:	CERRITOS		
State/Country:	CALIFORNIA		
Postal Code:	907031364		
Entity Type:	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
Property Type	Number	Word Mark	
Registration Number:	3038729	SKWINKLES	
Registration Number:	3059158	PELUCAS	
Registration Number:	2263284	PULPADIP	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(202)857-6395		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2027755701		
Email:	carvalho.cristina@arentfox.com		
Correspondent Name:	Cristina A. Carvalho		
Address Line 1:	1050 Connecticut Avenue, NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036		
ATTORNEY DOCKET NUMBER:	027845.00000		
NAME OF SUBMITTER:	Cristina A. Carvalho		
Signature:	/Cristina A. Carvalho/		

OP \$90.00 3038729

Date:

04/30/2009

Total Attachments: 2

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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 the trademarks listed in Schedule A hereto (hereinafter the "Marks") and has registered the Marks with the U.S. Patent and Trademark Office; and

WHEREAS, Assignee is desirous of acquiring the Marks and the registrations for the Marks, along with the goodwill of the business symbolized by the Marks.

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

Date: April 14, 2009

MARS, INCORPORATED


By: \_\_\_\_\_

  
Stuart Guthrie Brown

Title: Authorized Officer

SCHEDULE A

Trademark Schedule

TRADEMARK	Application No.	Registration No.
	76/302541	3038729
<b>pelucas</b>	78/714146	3059158
PULPADIP	75/551932	2263284