

**GENERAL POWER OF
ATTORNEY
(NORWAY)**

- 1.1 Kraft Foods Norge Intellectual Property AS, Johan Throne Holsts plass 1, 0566 Oslo, Norway ("**Principal**") herby appoints Advokatfirma DLA Piper Norway DA (organization number 982 216 060), Olav Vs gate 4, P.O.Box 1364 Vika, 0114 Oslo, Norway ("**Attorney**") as its attorney and in the Principal's name and on its behalf to sign all documents which the Attorney in his absolute discretion considers desirable and necessary in connection with the Attorney's handling of the Principal's Norwegian trademark portfolio.
- 1.2 The Attorney shall observe and comply with all instructions from the Principal. For the avoidance of doubt, the Attorney is entitled to:
- 1.2.1 file trademark applications in the name of the Principal;
- 1.2.2 withdraw applications, partially or totally, and to request a partial or total cancellation of protection;
- 1.2.3 update information registered with the Norwegian Register of Trademarks relating to the Principal's registrations and pending applications; and
- 1.2.4 represent the Principal in everything relating to the filing, prosecution and enforcement of its Norwegian trademark portfolio (registrations and pending applications).

**Kraft Foods Norge Intellectual
Property AS**

12 November 2013

Place and date

M. J. Hodgini

Signature

MARK J. HODGIN

Name of representative in CAPITAL
LETTERS

ATTORNEY-IN-FACT

Title