

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Euweb Initiatives S.r.l.		02/26/2004	LTD LIAB JT ST CO: ITALY

RECEIVING PARTY DATA	
Name:	Eataly srl
Street Address:	Via Vittorio Emanuele 6
City:	Alba
State/Country:	ITALY
Postal Code:	12051
Entity Type:	LTD LIAB JT ST CO: ITALY

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Serial Number:	78281518	EATALY

CORRESPONDENCE DATA	
Fax Number:	(212)808-0844
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	212-808-0700
Email:	bslonda@nmmlaw.com
Correspondent Name:	Norris, McLaughlin & Marcus, P.A.
Address Line 1:	220 E. 42nd Street
Address Line 4:	New York, NEW YORK 10017

ATTORNEY DOCKET NUMBER:	101196-74
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DOMESTIC REPRESENTATIVE	
Name:	Norris, McLaughlin & Marcus, P.A.
Address Line 1:	220 E. 42nd Street
Address Line 4:	New York, NEW YORK 10017

NAME OF SUBMITTER:	Bruce S. Londa
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CH \$40.00 78281518

Total Attachments: 1
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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made between **Euweb Initiatives Srl**, a company duly organized and existing under the laws of Italy, whose place of business is Viale Giustiniano Imperatore 274, 00145 Rome, Italy (hereinafter referred to as the "Assignor") and **Eataly srl**, a company duly organized and existing under the laws of Italy, whose place of business is Via Vittorio Emanuele 6, 12051 Alba, Italy, (hereinafter referred to as the "Assignee").

WHEREAS

- Assignor is the owner of U.S. Trademark Application Serial No. 78/281,518 EATALY filed on July 31, 2003 (hereinafter "The Mark"); and
- Assignee is desirous of acquiring formal title to The Mark and Assignor agrees to sell The Mark to Assignee;

NOW, THEREFORE,

For good and valuable consideration paid by Assignee to Assignor, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign, set over and transfer to said Assignee all right, title and interest in and to The Mark as above identified, together with the whole of the goodwill of the business symbolized by The Mark, the same to be held and enjoyed by the Assignee for its own use and enjoyment, and for use and enjoyment of its successors, assigns, or other legal representative, to the end of the term for which registration of The Mark will be granted or renewed. Together with all claims for damages by reason of past infringement of The Mark and with the right to sue for and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns or other legal representatives.

IN TESTIMONY THEREOF

Said Assignor and Assignee have caused their names to be signed by their duly authorized officers, on the date hereunder indicated.

EUWEB INITIATIVES SRL

Essi Eleonora

By: ELEONORA SASSI

Title: CHAIRMAN

Date: 26 FEBBRAIO 2004

EATALY SRL

Farnetti Natali

By: FARNETTI NATALI

Title: AMM. delegata

Date: 01 ~~2004~~ **TRADEMARK**