

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Rudolf Wild GmbH & Co. KG		03/02/2005	Limited Liability Partnership: GERMANY
RECEIVING PARTY DATA			
Name:	SweetUp AG		
Street Address:	Zipriostrasse 1		
City:	4334 Sisseln		
State/Country:	SWITZERLAND		
Entity Type:	CORPORATION: SWITZERLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76452137	SWEET UP	
CORRESPONDENCE DATA			
Fax Number:	(212)806-2560		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-806-5400		
Email:	afisher@stroock.com		
Correspondent Name:	Laura E. Goldbard		
Address Line 1:	180 Maiden Lane		
Address Line 4:	New York, NEW YORK 10038		
DOMESTIC REPRESENTATIVE			
Name:	Stroock & Stroock & Lavan LLP		
Address Line 1:	180 Maiden Lane		
Address Line 4:	New York, NEW YORK 10038		
NAME OF SUBMITTER:	Laura E. Goldbard		

CH \$40.00 76452137

Signature:

/laura e. goldbard/

Date:

03/15/2005

Total Attachments: 3

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Client/Matter No. 522727/211

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : SweetUp AG
Serial No. : 76/452,137
Filed : September 24, 2002
Trademark : SWEET UP

DESIGNATION OF DOMESTIC REPRESENTATIVE

Commissioner for Trademarks
P.O. Box 1451
Alexandria, Virginia 22313-1451

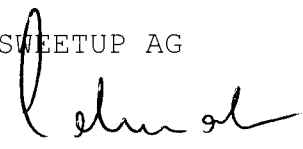
Sir:

Registrant designates STROOCK & STROOCK & LAVAN
LLP, 180 Maiden Lane, New York, New York 10038, telephone
212-806-5400, facsimile 212-806-6006, as registrant's
representative upon whom notices or process in proceedings
affecting the mark may be served.

SWEETUP AG

Dated: March 07, 2005

By: _____


Name: JURGEN SCHNABEL
Title: PRESIDENT OF THE BOARD
OF DIRECTORS

ASSIGNMENT OF TRADEMARK

WHEREAS, Rudolf Wild GmbH & Co. KG, a German Limited Liability Partnership, having its principal place of business at Rudolf Wild Strasse 4-6, D-69214 Eppelheim, Germany (hereinafter referred to as "ASSIGNOR"), is the owner of the trademark and the record owner of the U.S. Trademark Application Serial No. 76/452,137 for the mark SWEET UP (hereinafter referred to as the "TRADEMARK"); and

WHEREAS, SweetUp AG, a Swiss corporation, having its principal place of business at Zipriostrasse 1, 4334 Sisseln, Switzerland (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring all of the rights, title and interest of ASSIGNOR in, to and under the TRADEMARK, together with the goodwill of the business associated with the TRADEMARK.

NOW THEREFORE, in consideration of the sum of TEN (\$10.00) DOLLARS and other good and valuable consideration paid by ASSIGNEE to ASSIGNOR, the sufficiency and receipt of which is hereby acknowledged, ASSIGNOR confirms the transfer and hereby transfers and assigns to ASSIGNEE the entire right, title and interest in and to the TRADEMARK together with the goodwill of the business associated with the TRADEMARK and the United States registrations and applications therefor; and

ASSIGNOR, does also hereby sell, assign, transfer and set over unto ASSIGNEE, its successors, legal representatives and assigns all claims for damages by reason of past infringement of the TRADEMARK, the right to sue for and collect the same for its own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives; and

ASSIGNOR, further authorizes the Commissioner of Patents and Trademarks of the United States, whose duty it is to record trademark registrations, applications and title thereto, to record the TRADEMARK and title thereto as the property of the ASSIGNEE, its successors, legal representatives and assigns in accordance with the terms of this instrument; and

IN WITNESS WHEREOF, ASSIGNOR has executed this instrument on this 2nd day of March, 2005.

RUDOLF WILD GMBH & CO. KG

~~Rudolf Wild GmbH & Co. KG~~
D-68214 Eppelheim, Rudolf-Wild-Str. 4-6

By: _____

Name: Armin Behringer

Title: Director Legal Services

SweetUp AG

By: _____

Name: JÜRGEN SCHNABEL

Title: PRESIDENT OF THE BOARD
OF DIRECTORS