

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Heinz Italia S.R.L.		06/27/2005	CORPORATION: ITALY
RECEIVING PARTY DATA			
Name:	Plada Industriale S.R.L.		
Street Address:	Via Migliara 45		
City:	Latina		
State/Country:	ITALY		
Postal Code:	04100		
Entity Type:	CORPORATION: ITALY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2516613	SCALDASOLE	
CORRESPONDENCE DATA			
Fax Number:	(202)737-3528		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2026285197		
Email:	mail@browdyneimark.com		
Correspondent Name:	browdy and neimark, PLLC		
Address Line 1:	624 ninth street, NW		
Address Line 4:	washington, DC, DISTRICT OF COLUMBIA 20001		
DOMESTIC REPRESENTATIVE			
Name:	browdy and neimark, PLLC		
Address Line 1:	624 ninth street, NW		
Address Line 4:	washington, DC, DISTRICT OF COLUMBIA 20001		
NAME OF SUBMITTER:	aoi nawashiro		

OP \$40.00 2516613

Signature:

/aoi nawashiro/

Date:

07/22/2005

Total Attachments: 2

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ASSIGNMENT

WHEREAS, Heinz Italia S.R.L., an Italy corporation, having its principal office at Via Migliara 45, 04100 Latina, Italy, is the owner of the following trademark which is registered in the United States Patent and Trademark Office:

"SCALDASOLE Reg. No. 2,516,613 Reg. Date: December 11, 2001
& design"

WHEREAS, Plada Industriale S.R.L., an Italy corporation, having its principal office at Via Migliara 45, 04100 Latina, Italy, is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Heinz Italia S.R.L. hereby assigns unto the said Plada Industriale S.R.L. all right, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark, and the above identified registration thereof.

Heinz Italia S.R.L.

Date: 27.06.2005

By: 

Name: Antonio Maria Cartolari
Title: General Attorney

Plada Industriale S.R.L.

Date: 27.06.2005

By: 

Name: Davide Spinazzi
Title: Managing Director

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re registration of:

By: Plada Industrial S.R.L.

Registration Number: 2,516,613

Registered: December 11, 2001

For: SCALDASOLE & design

APPOINTMENT OF DOMESTIC REPRESENTATIVE
AND POWER OF ATTORNEY

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

Sir:

Registrant hereby appoints SHERIDAN NEIMARK, Reg. No. 20,520, ROGER L. BROWDY, Reg. No. 25,618, ANNE M. KORNBAU, Reg. No. 25,884, NORMAN J. LATKER, Reg. No. 19,963, JAY FINKELSTEIN, Reg. No. 21,082, IVER P. COOPER, Reg. No. 28,005, RONNI S. JILLIONS No. 31,979, and AOI NAWASHIRO, all of 624 Ninth Street, N.W., Suite 300, Washington, DC 20001, its attorneys to prosecute this registration, with full powers of substitution and revocation, to transact all business in the U.S. Patent and Trademark Office in connection therewith, and further requests that all correspondence be addressed to BROWDY AND NEIMARK, P.L.L.C., at the above address.

Registrant is not a U.S. entity and hereby appoints BROWDY AND NEIMARK, P.L.L.C., a professional limited liability company of the District of Columbia, having an address at 624 Ninth Street, N. W., Suite 300, Washington, DC 20001, its representative upon whom notice or process in proceedings affecting the mark may be served.

Date: 27.06.2005

Signature: _____

Name: Antonio Maria Cartolari
Title: General Attorney