Doc Code:

| FORM PTO-1594 (Modified) (Rev. 07/05) | | Docket No.; |
|---|--|--------------------------|
| CMB NO. 0551-0027 (exp. 6/30/2008) RECORDATION FORM COVER SHEET | | 101196-74 |
| TRADEMARKS / SERVICE MARKS ONLY | | 14 May 11 11 |
| To the Director of the U. S. Patent and Trademark Office; Please record the attached original documents or the new address(es) below. | | |
| Name of conveying party(ies): | | |
| Eataly S.r.l. | Additional names, addresses, or citizensh | ip attached? □ No |
| | Name: Eataly S.r.l. | |
| | Internal Address: | |
| ☐ Individual(s) ☐ Association | Street Address: Via Vittorio Emanuele 6 | |
| ☐ General Partnership ☐ Limited Partnership | City: Alba CN | |
| ☐ Corporation-State: | _ | |
| ☑ Other Italy Corporation | Country: <u>Italy</u> ZIP: <u>12051</u> | |
| Citizenship (see guidelines) | ☐ Association Citizenship | |
| Additional names(s) of conveying party(ies) | ☐ General Partnership Citizenship | |
| Nature of conveyance/Execution Date(s): | ☐ Limited Partnership Citizenship | |
| Execution Date: October 2, 2006 | Corporation Citizenship | |
| ⊠ Assignment □ Merger | ☑ Other <u>Italy Corporation</u> | |
| ☐ Security Agreement ☐ Change of Name | If assignee is not domiciled in the Unite | • |
| Other | designation is attached: (Designations must be a separate docu | Yes No Inment from |
| A. Trademark / Service Mark Application No.(s) B. Trademark / Service Mark Registration No.(s) 3065012 | | |
| Additional sheet(s) attached? ☐ Yes ☐ No | | |
| C. Identification or Description of Trademark(s)/Service Mark(s) (and Filing Date if Application or Registration Number is unknown): | | |
| | | |
| Name & address of party to whom correspondence | 6. Total number of applications ar | nd D |
| concerning document should be mailed: Name: Norris, McLaughlin & Marcus, PA | registrations involved: | 1 |
| Internal Address: | 7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00 | |
| | ☐ Authorized to be charged by credit card | |
| Street Address: | Authorized to be charged to deposit account | |
| 875 Third Avenue, 18th Floor | ☐ Enclosed | |
| City: New York | 8. Payment Information: | |
| State: New York Zip: 10022 Phone Number: 212 808 0700 | a. Credit Card Last 4 Numbers | |
| Fax Number: 212 808 0844 | Expiration Date 1 b. Deposit Account Number 14-1263 | |
| Email Address: bslonda@nmmlaw.goth | / / | Bruce S. Londa |
| 9. Signature; | 5/20/07 | |
| Signature | | |
| Bruce S. Londa | Total number | of pages including cover |
| Name of Person Signing sheet, attachments, and document: | | |

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Name and address of receiving party

Eataly Distribuzione S.r.l. Via Nizza 224, 10100 Torino, Italy

> TRADEMARK REEL: 003551 FRAME: 0399

PARTIAL TRADEMARK ASSIGNMENT

This is an assignment of a share of ownership in the amount of 50% from

Eataly S.r.l. (referred to in this document as "Assignor"), a corporation organized and existing under the laws of Italy, residing at Via Vittorio Emanuele 6, 12051 Alba CN;

to Eataly Distribuzione S.r.l. (referred to in this document as "Assignee"), having a place of business at Via Nizza 224, 10100 Torino, Italy,

WHEREAS, Assignor was the owner of all right, title and interest in and to the trademark and registration, as set forth and identified below, and in and to the goodwill of the business relating thereto:

Trademark EATALY

Registration No. 3065012

WHEREAS, Assignee acquired as from October 2, 2006 from Assignor the right, title and interest in the amount of 50% in and to the trademark and registration set forth and identified above, together with 50% of the goodwill of the business appertaining to and symbolized by said trademark and registration; such that

The trademark is now jointly owned, with a 50% share to each of:

- (1) Eataly S.r.l., and
- (2) Eataly Distribuzione S.r.l.

NOW THEREFORE, be it known that for consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor by these presents does hereby confirms to have sold, transferred and assigned to Assignee the right, title and interest in the amount of 50% in and to the aforesaid trademark and registration, together with the right to recover for the past infringement thereof, and 50% of the goodwill of the business appertaining thereto and which is symbolized thereby.

Assignor Eataly S.r.l.

Name: Title:

CEO

RECORDED: 05/30/2007

LE GALL

RAPPRESENTANE

Date:

TRADEMARK REEL: 003551 FRAME: 0400