

Name and address of receiving party

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

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:

<p><u>Trademark</u> EATALY</p>	<p><u>Registration No.</u> 3065012</p>
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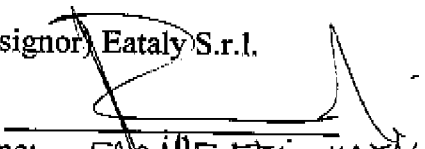
WHEREAS, Assignee acquired as from October 2, 2006 from Assignor the right, title and interest in the amount of 50% in and to the trademark and registration set forth and identified above, together with 50% of the goodwill of the business appertaining to and symbolized by said trademark and registration; 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.

By: 
 Name: FARINETTI NATALE
 Title: CEO - LEGALE RAPPRESENTANTE

Date: 10/5/06

TRADEMARK

RECORDED: 05/30/2007

REEL: 003551 FRAME: 0400