

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
PASSI AG		06/15/2007	CORPORATION: SWITZERLAND
RECEIVING PARTY DATA			
Name:	RIVELLA INTERNATIONAL AG		
Street Address:	INDUSTRIEWEG 14		
City:	ROTARIST		
State/Country:	SWITZERLAND		
Postal Code:	CH-4853		
Entity Type:	CORPORATION: SWITZERLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1224453	PASSAIA	
CORRESPONDENCE DATA			
Fax Number:	(212)684-3999		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212 684 3900		
Email:	efiling@grr.com		
Correspondent Name:	Barbara H. Loewenthal, Esq.		
Address Line 1:	270 Madison Avenue, 8th floor		
Address Line 4:	New York, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	6257/026		
DOMESTIC REPRESENTATIVE			
Name:	GOTTLIEB RACKMAN & REISMAN PC		
Address Line 1:	270 Madison Avenue, 8th floor		
Address Line 4:	New York, NEW YORK 10016		

OP \$40.00 1224453

NAME OF SUBMITTER:	Barbara H. Loewenthal
Signature:	/Barbara H. Loewenthal/
Date:	08/17/2007
Total Attachments: 2 source=passi assignment#page1.tif source=passi assignment#page2.tif	

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

TRADE MARK ASSIGNMENT

WHEREAS, **Passi AG** a corporation of Switzerland located at Industrieweg 14, 4852 Rothrist, Switzerland, (hereinafter referred to as "the ASSIGNOR") owns certain trademark, and registration for said mark as listed in below hereto (hereinafter referred to as the "MARK");


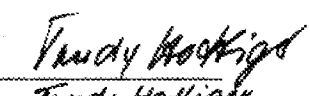
MARK	REGISTRATION NO.	DATED
PASSAIA	1,224,453	AUGUST 10, 1999

and

WHEREAS, RIVELLA INTERNATIONAL AG, a corporation of Switzerland, with offices at Industrieweg 14, CH-4853 Rotarist, Switzerland, (hereinafter referred to as the "ASSIGNEE"), is desirous of acquiring all of the right, title and interest of ASSIGNOR in, to and under the MARK, together with the goodwill of the business symbolized by the MARK;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration paid by ASSIGNEE to ASSIGNOR, the full receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby sell, assign, transfer and convey unto ASSIGNEE its right, title and interest in and to the MARK, together with the goodwill of the business symbolized by the MARK, and the right to sue and recover for past infringement thereof.

IN WITNESS WHEREOF, **Passi AG**, has caused this Assignment to be duly executed by its officer thereunto duly authorized as of the 10th day of June, 2005. Passi AG

By: 
 Name: Alexander Baeth Title: President

 Name: Trudy Hotziger Title: Secretary Legal Department

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registrant : Rivella International AG

Mark : ~~PASSAIA~~

Registration No. : 1,224,453

Dated : January 18, 1983

Mail Stop Assignment Recordation Services
Director of the United States Patent and Trademark Office
P.O. Box 1450
Alexandria, VA 22313-1450

POWER OF ATTORNEY

SIR

In the matter of the above-identified registration, Registrant hereby appoints George Gottlieb, Michael I. Rackman, James Reisman, Barry A. Cooper, David S. Kashman, Allen I. Rubenstein, Jeffrey M. Kaden, Amy B. Goldsmith, Tiberiu Weisz, Donna L. Mirman, Maria A. Savio, Barbara H. Loewenthal, Marc P. Mithal, Richard S. Schurin, Steven Stern, Yuval Marcus and Dana Schuessler, of the Law Offices of GOTTLIEB, RACKMAN & REISMAN, P.C., 270 Madison Avenue, New York, New York 10016-0601, its attorneys to file this Assignment with full power of substitution and revocation and to transact all business in the Patent and Trademark Office in connection therewith.

APPOINTMENT OF DOMESTIC REPRESENTATIVE

GOTTLIEB, RACKMAN & REISMAN, P.C., whose postal address is 270 Madison Avenue, New York, New York 10016-0601, United States of America, is hereby designated Registrant's representative upon whom notices of process in proceedings affecting the mark may be served.

Rivella International AG

By: *C. Marending*
Name: *Cornelia Marending*
Title: *Head of Intern. Dept.*

B. Finck / Switzerland, June 15, 2009

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registrant : Rivella International AG