

Form PTO-1594 (Rev. 07/05)
OMB Collection 0651-0027 (exp. 6/30/2008)

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

Docket No.: 1011-TM-740

To the Director of the U. S. Patent and Trademark Office; Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

AZIENDA AGRICOLA ROCCAGUIDI S.r.l.

- Individual(s)
- General Partnership
- Corporation- State: _____
- Other Company
- Association
- Limited Partnership

Citizenship (see guidelines) ITALY

Additional names of conveying parties attached? Yes No

3. Nature of conveyance /Execution Date(s) :

Execution Date(s) July 26, 2007

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: GERARDO CESARI S.p.A.

Internal

Address: _____

Street Address: Via Luigi Ciocca, 35

City: QUINZANO D'OGGIO (BS)

State: _____

Country: ITALY Zip: 25027

- Association Citizenship _____
- General Partnership Citizenship _____
- Limited Partnership Citizenship _____
- Corporation Citizenship _____
- Other Company Citizenship ITALY

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)
78/653,367

B. Trademark Registration No.(s)

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Kathleen A. Costigan

Internal Address: Hedman & Costigan, P.C.

Street Address: 1185 Avenue of the Americas

City: New York

State: New York Zip: 10036

Phone Number: (212) 302-8989

Fax Number: (212) 302-8998

Email Address: _____

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number 08-1540

Authorized User Name Kathleen A. Costigan

9. Signature:

Signature

November 7, 2007

Date

Kathleen A. Costigan
Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 2

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1460, Alexandria, VA 22304-1460

TRADEMARK

DEED OF ASSIGNMENT

By this Deed

The undersigned

AZIENDA AGRICOLA ROCCAGUIDI S.r.l.

having head office in

Via Comunale di Corliano, 30 - Cerreto Guidi (FI)

Declares to be the owner of the following U.S. Trademark Application:

No 78/653.367 "SARELLO", filed on 16 June 2005.

Declares to sell and assigns to

GERARDO CESARI S.p.A.

having head office in

Via Luigi Ciocca, 35 25027 - QUINZANO D'OGGIO (BS)

That accepts, all the rights belonging to it by virtue of the above cited U.S. Trademark Application and the goodwill attached to the sole right in the trade mark, at the following terms.

1. The assignment is made for the amount of Euros 1,00 which the assignor declares to have duly received.
2. The assignment is full and free so that the Assignee will be the only and unique owner of the subjected Trademark Application.
3. The assignor authorises the assignee to have this Deed of Assignment duly registered before the U.S. Patent and Trademark Office.

Drawn up and signed on: 26.07.07

Assignor

Assignee

.....
AZIENDA AGRICOLA ROCCAGUIDI S.r.l.

Rossetti Tino

.....
GERARDO CESARI S.p.A.

Rinaldo Corvi

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