

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Van Houtte Inc.		07/19/2007	CORPORATION: CANADA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Van Houtte L.P.		
<b>Street Address:</b>	8300 19e Avenue		
<b>City:</b>	Montreal, Quebec		
<b>State/Country:</b>	CANADA		
<b>Postal Code:</b>	H1Z 4J8		
<b>Entity Type:</b>	CORPORATION: CANADA		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1551150	A.L. VAN HOUTTE	
<b>Registration Number:</b>	3047808	DISTINCTION	
<b>Registration Number:</b>	2942349	VAN HOUTTE	
<b>Registration Number:</b>	2865411	VAN HOUTTE CAFE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(312)251-2897		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	312-368-4000		
<b>Email:</b>	ch.tm@dlapiper.com		
<b>Correspondent Name:</b>	Mark I. Feldman		
<b>Address Line 1:</b>	P.O. Box 64807		
<b>Address Line 2:</b>	DLA Piper LLP (US)		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60664-0807		
<b>ATTORNEY DOCKET NUMBER:</b>	225660-000018		
<b>DOMESTIC REPRESENTATIVE</b>			

**CH \$115.00 1551150**

Name: Mark I. Feldman  
Address Line 1: P.O. Box 64807  
Address Line 2: DLA Piper LLP (US)  
Address Line 4: Chicago, ILLINOIS 60664-0807

NAME OF SUBMITTER:	Mark I. Feldman
Signature:	/mark i feldman/
Date:	10/10/2008

Total Attachments: 2  
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**UNITED STATES OF AMERICA**

**ASSIGNMENT**

WHEREAS, **VAN HOUTTE INC.**, a Canadian corporation having its principal place of business at 8300 19e Avenue, Montreal, Quebec, Canada H1Z 4J8 (hereinafter called the ASSIGNOR) has adopted and used the Trademarks registered in the United States Patent and Trademark Office referred to in schedule A attached hereto.

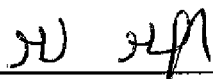
AND WHEREAS, **VAN HOUTTE L.P.**, a Canadian corporation having its principal place of business at 8300 19e Avenue, Montreal, Quebec, Canada H1Z 4J8 (hereinafter called the ASSIGNEE) is desirous of acquiring the right, title and interest in and to the said Trademarks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, all right, title and interest in and to the said Trademarks and the registration of the Trademarks, and the goodwill of the business symbolized by the said Trademarks.

IN WITNESS THEREOF, both the Assignor and the Assignee have caused this instrument to be executed in their names and on their behalf by the officers duly authorized thereunto, effective as of the 19 day of July 2007.

Signed at Montreal this 16<sup>th</sup> day of July, 2008.

VAN HOUTTE INC.

By:   
Name: Gérard Geoffrion  
Title: Executive Vice-President

VAN HOUTTE L.P.  
(by its g.p. 4417909 Canada Inc.)

By:   
Name: Gérard Geoffrion  
Title: Executive Vice-President

# Schedule A

## US Federal Trade-marks Register

### VAN HOUTTE INC.

No.	Trade-marks	Serial number	Registration number	Int. Classes	Status
<i>Active Marks</i>					
1	A.L. VAN HOUTTE AND DESIGN	73-418585	1551150	30	Registered
2	DISTINCTION AND DESIGN	76-600192	3047808	30	Registered
3	VAN HOUTTE	76-157699	2942349	21; 30; 42	Registered
4	VAN HOUTTE CAFE AND DESIGN	76-222329	2865411	21; 30; 33; 37; 42	Registered