

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Kelemata S.p.A. | | 06/28/2006 | CORPORATION: ITALY |
| RECEIVING PARTY DATA | | | |
| Name: | Armonie Naturali S.r.l. | | |
| Street Address: | Via S. Quintino 28 | | |
| City: | Torino | | |
| State/Country: | ITALY | | |
| Postal Code: | 10121 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: ITALY | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 1521450 | LA VIA LATTEA NATURE'S MILKY WAY | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (202)783-6031 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | (202) 783-6040 | | |
| Email: | PTO-TM-Email@rothwellfigg.com | | |
| Correspondent Name: | Rothwell, Figg, Ernst & Manbeck, pc | | |
| Address Line 1: | 1425 K Street NW | | |
| Address Line 2: | Suite 800 | | |
| Address Line 4: | Washington, DISTRICT OF COLUMBIA 20005 | | |
| ATTORNEY DOCKET NUMBER: | 3773-101 | | |
| DOMESTIC REPRESENTATIVE | | | |
| Name: | Rothwell, Figg, Ernst & Manbeck, pc | | |
| Address Line 1: | 1425 K Street NW | | |
| Address Line 2: | Suite 800 | | |

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Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

NAME OF SUBMITTER:

Anne M. Sterba

Signature:

/Anne M. Sterba/

Date:

07/31/2009

Total Attachments: 1

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ASSIGNMENT OF REGISTRATION

WHEREAS, Kelemata S.p.A. (ASSIGNOR), an Italian corporation, located at Via S. Quintino 28, 10121 Torino, Italy has adopted and is using the mark LA VIA LATTEA NATURE'S MILKY WAY and Design, which is registered in the United States Patent and Trademark Office, Registration No. 1,521,450, dated January 24, 1989 (the Mark and Registration); and

WHEREAS, on June 28, 2006, Armonie Naturali S.r.l. (ASSIGNEE), an Italian limited liability company, located at Via S. Quintino 28, 10121 Torino, Italy acquired the Mark and the Registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt and adequacy of which is hereby acknowledged, said ASSIGNOR does hereby assign unto the said ASSIGNEE all right, title and interest in and to the Mark, together with all rights of past infringement and the good will of the business symbolized by the Mark, and the Registration thereof.

KELEMATA S.P.A.

By: Maria Elena Grandi

Typed Name: GRANDI MARIA ELENA

Typed Title: AMMINISTRATORE