

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
Peter Baumberger		09/08/2009	INDIVIDUAL: SWITZERLAND
RECEIVING PARTY DATA			
Name:	Urban Juergensen AG		
Street Address:	Hohlenweg 18		
City:	Biel		
State/Country:	SWITZERLAND		
Postal Code:	CH-2500		
Entity Type:	CORPORATION: SWITZERLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2850332	SUJ	
CORRESPONDENCE DATA			
Fax Number:	(202)628-8844		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-624-2500		
Email:	afield@crowell.com		
Correspondent Name:	Crowell & Moring LLP		
Address Line 1:	P.O. Box 14300		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20044-4300		
ATTORNEY DOCKET NUMBER:	105861.12808US		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			
Address Line 3:			

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**TRADEMARK
 REEL: 004080 FRAME: 0522**

Address Line 4:

NAME OF SUBMITTER:

William J. Sauers

Signature:

/William J. Sauers/

Date:

10/19/2009

Total Attachments: 2

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U.S. TRADEMARK ASSIGNMENT

WHEREAS, Peter Baumberger, a citizen of Switzerland, with an address of P.O. Box 7140, CH-2500 Biel, Switzerland (“ASSIGNOR”), is the owner of the U.S. trademark SUJ (Stylized) and the corresponding U.S. Registration No. 2,850,332 pertaining thereto (“the Mark”);

WHEREAS, Urban Jürgensen AG, a Swiss corporation, having an address of Hohlenweg 18, CH-2500 Biel, Switzerland (“ASSIGNEE”), wishes to acquire the entire right, title, interest in and to the Mark, and any registrations and all rights of renewal thereof, together with the goodwill of the business associated with the use of and symbolized by the Mark;

NOW THEREFORE TO ALL WHOM IT MAY CONCERN: be it known that for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR has sold and assigned, and by these presents hereby sells and assigns, all right, title, and interest in and to the Mark, together with that portion of the goodwill of the business of ASSIGNOR associated with the use of and symbolized by the Mark, all common law rights in the Mark, and all causes of action, past, present, and future, for infringement of the Mark, unto ASSIGNEE. Said Mark and registration therefor are to be held and enjoyed by ASSIGNEE for its own use and for its successors, assigns, and other legal representatives, the same as would have been held and enjoyed by ASSIGNOR had this Assignment not been made.

IN WITNESS WHEREOF, ASSIGNOR and ASSIGNEE have caused this Assignment to be executed by their respective duly authorized representatives.

ASSIGNOR:

By: P. Baumberger
Peter Baumberger

Date: SEPT. 8, 2009

ASSIGNEE:

URBAN JÜRGENSEN AG

By: P. Baumberger

Name: PETER BAUMBERGER

Title: GENERAL MANAGER

Date: SEPT. 8, 2009