

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
Semper AB		08/25/2009	CORPORATION: SWEDEN
RECEIVING PARTY DATA			
Name:	Hero AG		
Street Address:	Niederlenzer Kirchweg 6		
City:	Lenzburg		
State/Country:	SWITZERLAND		
Entity Type:	CORPORATION: SWITZERLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3465439	SEMPER	
CORRESPONDENCE DATA			
Fax Number:	(312)251-2510		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-251-2500		
Email:	info@wwipps.com		
Correspondent Name:	WWIPPS, Inc.		
Address Line 1:	160 North Wacker Drive		
Address Line 4:	Chicago, ILLINOIS 60606		
DOMESTIC REPRESENTATIVE			
Name:	Laurel V. Dineff		
Address Line 1:	160 North Wacker Drive		
Address Line 4:	Chicago, ILLINOIS 60606		
NAME OF SUBMITTER:	Laurel V. Dineff		
Signature:	/laurelvdineff/		

OP \$40.00 3465439

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TRADEMARK
 REEL: 004097 FRAME: 0979

Date:

11/17/2009

Total Attachments: 1

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Assignment

THIS ASSIGNMENT is made the 1st day of May, 2008 between Semper AB, a corporation established under the laws of Sweden, whose address is Box 1101, Sundbyberg 17222, Sweden (the "Assignor"); and Hero AG, a corporation established under the laws of Switzerland, whose address is Niederlenzer Kirchweg 6, Lenzburg, Switzerland ("the Assignee").

WHEREAS, the Assignor is the owner of the Trademark:


SEMPER
Registration Number 3465439

WHEREAS, the Assignee wishes to acquire all of the Assignor's right in and to the Trademark and the goodwill associated therewith.



NOW THEREFORE, in consideration of the sum of *Ten Dollars (\$10.00)* and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor assigns, transfers and conveys to the Assignee all rights, title and interests in and to the Trademark and the registrations thereof together with the *good will of the business* which is symbolized by the Trademark and with the right to recover for damages and profits and all other remedies for past infringements thereof.

Semper AB
(Assignor)

Semper AB

By: 
Name: SUSANNE LYNGQVIST
Title: CEO
Date: 21/5 - 2008

Hero AG
(Assignee)

By:  
Name: Andrew Lawson Mint Luggeln
Title: CEO VP Corp. Treasury
Date: 25.08.2008