

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
SHEN MANUFACTURING COMPANY, INCORPORATED		12/02/2009	CORPORATION: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	THE RITZ HOTEL, LIMITED		
Street Address:	14 South Street		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	W1Y 5PJ		
Entity Type:	Private Company Limited by Shares: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77882446	RITZ SUPREME	
CORRESPONDENCE DATA			
Fax Number:	(212)953-7201		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Email:	ny.trademark@dorsey.com		
Correspondent Name:	Lile H. Deinard		
Address Line 1:	Dorsey & Whitney LLP		
Address Line 2:	250 Park Avenue, Floor 15		
Address Line 4:	New York, NEW YORK 10177		
ATTORNEY DOCKET NUMBER:	457417-00001		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			

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**TRADEMARK
 REEL: 004111 FRAME: 0451**

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Lile H. Deinard

Signature:

/LHD/

Date:

12/10/2009

Total Attachments: 1

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WHEREAS, SHEN MANUFACTURING COMPANY, INCORPORATED, a Pennsylvania corporation having an address at 40 Portland Road, West Conshohocken, Pennsylvania 19428-2717 (hereinafter "Shen"), is the owner of the mark RITZ SUPREME for kitchen towels, and has filed application in the United States Patent and Trademark Office for registration of said mark, Serial No. 77/882,446 filed on November 30, 2009;

WHEREAS, THE RITZ HOTEL, LIMITED, an English private company limited by shares and located at 14 South Street, London WIY 5PJ, having a principal place of business at 15 Place Vendôme, 75001 Paris, France (hereinafter "RHL"), wishes to receive all of Shen's right, title and interest in and to the mark RITZ SUPREME for kitchen towels;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Shen hereby sells, assigns, and transfers unto RHL all of Shen's right, title, and interest in and to the mark RITZ SUPREME for kitchen towels, together with the good will of the business symbolized thereby, and together with application for registration Serial No. 77/882,446.

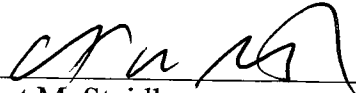
The Commissioner for Trademarks is requested to issue the certificate of registration to The Ritz Hotel, Limited.

**SHEN MANUFACTURING COMPANY,
INCORPORATED**

Dated: _____

12/2/09

By: _____


Robert M. Steidle
Vice President