

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											
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="text-align: center;">Name</th> <th style="text-align: center;">Formerly</th> <th style="text-align: center;">Execution Date</th> <th style="text-align: center;">Entity Type</th> </tr> <tr> <td>Fromageries Bel</td> <td></td> <td>06/03/2010</td> <td>Limited Company: FRANCE</td> </tr> </table>	Name	Formerly	Execution Date	Entity Type	Fromageries Bel		06/03/2010	Limited Company: FRANCE			
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Fromageries Bel		06/03/2010	Limited Company: FRANCE								
RECEIVING PARTY DATA											
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>Societe de la Fromagerie Boursin</td> </tr> <tr> <td>Street Address:</td> <td>27120 Croisy Sur Eure</td> </tr> <tr> <td>City:</td> <td>27120 Croisy Sur Eure</td> </tr> <tr> <td>State/Country:</td> <td>FRANCE</td> </tr> <tr> <td>Entity Type:</td> <td>CORPORATION: FRANCE</td> </tr> </table>	Name:	Societe de la Fromagerie Boursin	Street Address:	27120 Croisy Sur Eure	City:	27120 Croisy Sur Eure	State/Country:	FRANCE	Entity Type:	CORPORATION: FRANCE	
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PROPERTY NUMBERS Total: 1											
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="text-align: center;">Property Type</th> <th style="text-align: center;">Number</th> <th style="text-align: center;">Word Mark</th> </tr> <tr> <td>Serial Number:</td> <td>85009514</td> <td>BOURSIN</td> </tr> </table>	Property Type	Number	Word Mark	Serial Number:	85009514	BOURSIN					
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Serial Number:	85009514	BOURSIN									
CORRESPONDENCE DATA											
<p>Fax Number: (914)941-6091</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: (914) 941-5668</p> <p>Email: aedelstein@collenip.com</p> <p>Correspondent Name: Jane F. Collen</p> <p>Address Line 1: 80 South Highland Avenue</p> <p>Address Line 2: The Holyoke-Manhattan Building</p> <p>Address Line 4: Ossining, NEW YORK 10562</p>											
ATTORNEY DOCKET NUMBER:	K436										
DOMESTIC REPRESENTATIVE											
<p>Name: Jess M. Collen</p> <p>Address Line 1: 80 South Highland Avenue</p> <p>Address Line 2: The Holyoke-Manhattan Building</p> <p>Address Line 4: Ossining, NEW YORK 10562</p>											

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TRADEMARK
 REEL: 004233 FRAME: 0829

NAME OF SUBMITTER:	Jane F. Collen
Signature:	/Jane F. Collen/
Date:	06/29/2010
Total Attachments: 2 source=K436 BOURSIN AND DEVICE 85009514#page1.tif source=K436 BOURSIN AND DEVICE 85009514#page2.tif	

ATTORNEY DOCKET NO.: .K436
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

ASSIGNMENT

WHEREAS, Fromageries Bel, a Limited Company duly organized and existing under the laws of France, whose full post office address is 16 boulevard Malesherbes, 75008 Paris, France (hereinafter referred to as Assignor), has adopted, used and is using a mark which is the subject of an application in the United States Patent and Trademark Office as follows:

Trademark : BOURSIN AND DEVICE
Serial No. : 85009514
Filed : April 8, 2010

AND, WHEREAS, Societe de la Fromagerie Boursin, a corporation duly organized and existing under the laws of France, whose full post office address is 27120 CROISY SUR EURE, France (hereinafter referred to as Assignee) is desirous of acquiring said mark and the application therefor;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to said mark, with goodwill of the business symbolized by the said mark, and the application therefor, Serial No. 85009514.

By:

Signature



Muriel ZEVACO

Print Full Name

FROMAGERIES BEL
S.A. Capital 10 308 500,00 €
16, Bld Malesherbes - 75008 Paris
Tél. : 01 40 07 72 60
SIREN 542 089 067 - NAF 1041
(3)

Dated: 03/06/2010

LEGAL COUNSEL

Title: