

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
Compass Group USA, Inc.		09/23/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Compass Group Nederland Holding BV		
Street Address:	Laardehoogtweg 11		
City:	Amsterdam-Zuidoost		
State/Country:	NETHERLANDS		
Postal Code:	1101 DZ		
Entity Type:	LIMITED LIABILITY COMPANY: NETHERLANDS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3804765	SIMPLY PUUR	
CORRESPONDENCE DATA			
Fax Number:	(704)295-5389		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Email:	legal.trademarks-copyrights@compass-usa.com		
Correspondent Name:	Kathy Keller		
Address Line 1:	2400 Yorkmont Road		
Address Line 4:	Charlotte, NORTH CAROLINA 28217		
DOMESTIC REPRESENTATIVE			
Name:	Kathy Keller		
Address Line 1:	2400 Yorkmont Road		
Address Line 4:	Charlotte, NORTH CAROLINA 28217		
NAME OF SUBMITTER:		Kathy Keller	
Signature:		/kathy keller/	

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TRADEMARK
REEL: 004295 FRAME: 0426

Date:

10/13/2010

Total Attachments: 3

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ASSIGNMENT

WHEREAS Compass Group USA, Inc. (hereinafter the "Assignor") a Delaware Corporation having a principal office or place of business at 2400 Yorkmont Road, Charlotte, NC 28217, United States of America, is the owner of the trade mark registration listed in the attached Schedule "A" and of the trade mark shown in the said registration (hereinafter the "Trade Mark") with the goodwill associated therewith.

AND WHEREAS, Compass Group Nederland Holding BV (hereinafter the "Assignee") having a principal office or place of business at Laardehoogtweg 11, 1101 DZ Amsterdam-Zuidoost, Nederland, is desirous of acquiring all right, title and interest in and to the Trade Mark, together with the goodwill associated therewith.

NOW THEREFORE, be it known that for and 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 hereby sells, transfers and assigns unto the Assignee all right, title and interest in and to the Trade Mark, together with the goodwill associated therewith. The Assignor warrants and represents that it has not previously transferred or encumbered any of its rights in the said Trade Mark, and that it has full authority to make this Assignment.

The Assignee appoints Kathy Keller, whose full post office address in the United States is 2400 Yorkmont Road, Charlotte, NC 28217-4511, United States of America, as the person and/or firm or any member of the said firm and any agents they appoint to act on their behalf, as its agent to prosecute this registration with full powers of amendment and substitution, to execute any amendment related thereto as well as any amended application, and to represent the proprietor with respect to this registration.

The Assignee appoints Kathy Keller, whose full post office address in the United States is 2400 Yorkmont Road, Charlotte, NC 28217-4511, United States of America, as the person and/or firm to whom any notice in respect of the registration may be sent, and upon whom service of any proceedings in respect of the registration may be given or served with the same effect as if they had been given to or served upon the registrant.

IN WITNESS WHEREOF the Assignor and Assignee have caused the Assignment to be executed under the hands of their duly authorized officers.

Executed at CHARLOTTE, NC the 23 day of September 2010.

Compass Group USA, Inc.

By: [Signature]

Name: Richard J. Rossdale

Title: Asst Secretary

Witness

By: [Signature]

Name: Kathy Keller

Title: Assistant General Counsel

TRADEMARK

REEL: 004295 FRAME: 0428

Compass Group Nederland Holding BV

By: [Signature]

Name: A.F. van Halbeek

Title: HR Director

[Signature]

F.A. van Heerde
Sales Director

Witness

By: [Signature]

Name: S. Bellinga

Title: P.A.

SCHEDULE A

Trade Mark	Country	Serial No.	Registration No.
SIMPLY PUUR	USA	77/806603	3804765