

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 Nederland Holding BV		09/24/2010	LIMITED LIABILITY COMPANY: NETHERLANDS
RECEIVING PARTY DATA			
Name:	Compass Group Holdings PLC		
Street Address:	Compass House, Guildford Steet		
City:	Chertsey		
State/Country:	UNITED KINGDOM		
Postal Code:	KT16 9BQ		
Entity Type:	Public Limited Company: UNITED KINGDOM		
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>		
Phone:	704-328-2838		
Email:	legal.trademarks-copyrights@compass-usa.com		
Correspondent Name:	Compass Group Holdings PLC		
Address Line 1:	Guildford Steet		
Address Line 2:	Compass House		
Address Line 4:	Chertsey, UNITED KINGDOM KT16 9BQ		
DOMESTIC REPRESENTATIVE			
Name:	Kathy Keller		
Address Line 1:	2400 Yorkmont Road		
Address Line 4:	Charlotte, NORTH CAROLINA 28217		

OP \$40.00 3804765

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**TRADEMARK
 REEL: 004298 FRAME: 0751**

NAME OF SUBMITTER:	Kathy Keller
Signature:	/Kathy Keller/
Date:	10/19/2010
Total Attachments: 3 source=Puur USA2_20101012102722#page1.tif source=Puur USA2_20101012102722#page2.tif source=Puur USA2_20101012102722#page3.tif	

ASSIGNMENT

WHEREAS Compass Group Nederland Holding BV (hereinafter the "Assignor") having a principal office or place of business at Laardehoogtweg 11, 1101 DZ Amsterdam-Zuidoost, Nederland, 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 Holdings PLC (hereinafter the "Assignee") a company incorporated in England with registered number 2090126 and whose registered office is at Compass House, Guildford Street, Chertsey, KT16 9BQ, United Kingdom, 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 one pound (£1.00), 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 Amsterdam

the 9th day of September 2010.

Compass Group Nederland Holding BV

Compass Group Nederland Holding BV

By: [Signature]

By: [Signature]

Name: A.F. van Halderen

Name: E.A. van Haarlem

Title: HR Director

Title: Sales Director

Witness

By: [Signature]

Name: WIMFRED KNIBBEER

Title: PARTNER, RESHA GDS

BEWOLKMAKING BUREAU

AMSTERDAM

TRADEMARK

REEL: 004298 FRAME: 0753

Compass Group Holdings PLC

By: M/ou

Name: M. J. WHITE

Title: DIRECTOR

Witness

By: W. Knibbeel

Name: WINFRED KNIBBEEL

Title: PARTNER, PRESHIELDS
BUCKHAUS DEINOR
AMSTERDAM

SCHEDULE A

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