

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
Patrick Cummins		12/24/2010	INDIVIDUAL: SWITZERLAND
RECEIVING PARTY DATA			
Name:	Taste of Switzerland AG		
Street Address:	Sandrain 10		
City:	Haegendorf		
State/Country:	SWITZERLAND		
Postal Code:	CH-4614		
Entity Type:	LIMITED LIABILITY COMPANY: SWITZERLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77517291	MOMENTS OF HAPPINESS	
CORRESPONDENCE DATA			
Fax Number:	(214)665-9572		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	214-665-9568		
Email:	mail@inventlegal.com		
Correspondent Name:	Grady K. Bergen		
Address Line 1:	3333 Lee Parkway		
Address Line 2:	Suite 600		
Address Line 4:	Dallas, TEXAS 75219		
ATTORNEY DOCKET NUMBER:	CUMM-30495		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			

OP \$40.00 77517291

900180439

**TRADEMARK
 REEL: 004446 FRAME: 0819**

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Grady K. Bergen

Signature:

/Grady K. Bergen/

Date:

01/05/2011

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, PATRICK CUMMINS, an individual, having a correspondence address at Sandrain 10, Haegendorf CH-4614, Switzerland (hereinafter "ASSIGNOR"), is the record owner of the mark TASTE OF SWITZERLAND, which is the subject of U.S. Trademark Registration No. 3,722,441, registered December 8, 2009; and the mark MOMENTS OF HAPPINESS, which is the subject of U.S. Trademark Application No. 77/517,291, filed July 8, 2008 (hereinafter the "MARKS");

WHEREAS, TASTE OF SWITZERLAND AG, a private limited liability company organized in Switzerland, having a correspondence address at Sandrain 10, Haegendorf CH-4614, Switzerland (hereinafter "ASSIGNEE") is desirous of acquiring the right title and interest in and to the MARKS;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR does hereby assign to ASSIGNEE all right, title and interest in and to the MARKS, including U.S. Trademark Registration No. 3,722,441 and U.S. Trademark Application No. 77/517,291, together with the business, or portion thereof, to which the marks pertain, together with the goodwill represented and symbolized by the MARKS; and as well as the entire right, title, and interest in and to all applications for and registrations of the MARKS heretofore granted or applied for, and any and all claims and demands Assignor may have either at law or in equity arising out of any past infringements of the MARKS, as well as to the right to sue for and recover damages for past, present and future infringements;

IN TESTIMONY WHEREOF, I execute this Assignment.

12/24/10
Date



Patrick Cummins

WITNESS

I confirm that **Patrick Cummins**, who is personally known to me to be the person whose name is subscribed to the foregoing Trademark Assignment and acknowledged to me that he

Trademark Assignment

executed the same as his voluntary act and deed on the 24 day of December,
2010.



Witness Signature

ANNETTE MARTIN

Witness Printed Name