

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

03/16/2011  
 900186543

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Juvena (International) AG		02/11/2011	CORPORATION; SWITZERLAND

## RECEIVING PARTY DATA

Name:	Juvena Marlies Moeller AG
Street Address:	Industriestrasse 8
City:	Volketswll, Zurich
State/Country:	SWITZERLAND
Postal Code:	8604
Entity Type:	CORPORATION; SWITZERLAND

## PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Registration Number:	2612942	MARLIES MOLLER
Registration Number:	0948681	JUVELIA
Registration Number:	3069690	JUVELIA
Registration Number:	3086980	JUVENA
Registration Number:	2972421	JUVENA
Registration Number:	1843989	JUVENA
Registration Number:	0855671	JUVENA
Registration Number:	1247486	JUVENA
Registration Number:	3069689	JUVENANCE

## CORRESPONDENCE DATA

Fax Number: (312)419-9440  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 312.380.6504  
 Email: dgurfinkel@denncmeyer-law.com  
 Correspondent Name: Daniel M. Gurfinkel

OP \$240.00 2612942

700461124

TRADEMARK  
 REEL: 004525 FRAME: 0357

Address Line 1:	175 N. Franklin Street
Address Line 2:	Suite 400
Address Line 4:	Chicago, ILLINOIS 60606
ATTORNEY DOCKET NUMBER:	30112-100214
DOMESTIC REPRESENTATIVE	
Name:	
Address Line 1:	
Address Line 2:	
Address Line 3:	
Address Line 4:	
NAME OF SUBMITTER:	Daniel M. Gurfinkel
Signature:	/DMG/
Date:	03/16/2011
Total Attachments: 3 source=Assignment Deed modified#page1.tif source=Assignment Deed modified#page2.tif source=Assignment Deed modified#page3.tif	

ASSIGNMENT OF UNITED STATES TRADEMARKS AND  
REGISTRATIONS AND APPLICATIONS

WHEREAS, **Juvena (International) AG** a corporation/individual, organized and existing under the laws of Switzerland (hereinafter called "Assignor") and having a principal place of business at **Industriestrasse 8, 8604 Volketswil, Switzerland**, has adopted, used, is using and is the owner of the United States Trademarks, Trademark Registrations and Trademark Applications set forth in Schedule A attached hereto and made a part hereof: and

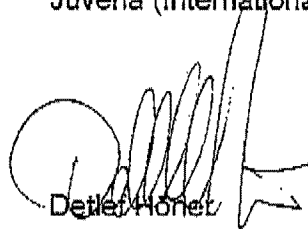
WHEREAS, **Juvena Marlies Möller AG**, a corporation/individual organized and existing under the laws of Switzerland (hereinafter called "Assignee") having a principal place of business at **Industriestrasse 8, 8604 Volketswil, Switzerland**, is desirous of acquiring all rights Assignor has or may have in said Trademarks and the Applications or Registrations thereof;

NOW THEREFORE, in consideration of and in exchange for the sum of \$ 30.00 and other good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, assign and transfer and set over unto Assignee as of the 11<sup>th</sup> day of February 2011, all rights, titles and interest in and to the Trademarks and registrations and/or applications listed in Schedule A together with the goodwill of the business symbolized by the marks and the listed registrations and/or applications, including without limiting the generality of the foregoing, the right of priority to file corresponding applications in any and all countries and the right to sue and collect for past infringement; the trademarks to be held by Assignee for its own use and enjoyment and for the use and enjoyment of its successors and Assignees as fully and entirely as they would have been held and enjoyed by Assignor had such Assignment not been made.

Assignor hereby authorized and requests that duly authorized officials of the United States Patent and Trademark Office take such action as may be required to give effect to the sale, assignment and transfer made herein, including the issuance of any United States Trademark Registrations on Schedule A to Assignee, its successors and Assigns; and Assignor further agrees to do all things necessary to effectuate such sale, assignment and transfer in respect to each such trademark

ASSIGNOR: Juvena (International) AG

By:

  
Detlef Höner

Title:

Director

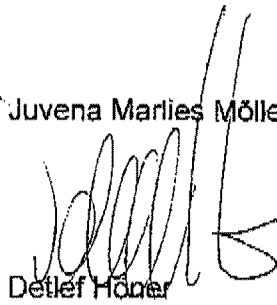


Charlotte Vollmuth

Authorized Signatory

ASSIGNEE: Juvena Marlies Möller AG

By:

  
Detlef Höner

Title:

Member of the Management



Charlotte Vollmuth

Member of the Management

Schedule A

Trademark	Registration number	Class
MARLIES MÖLLER	2612942	3, 21
JUVELIA	948681	3
JUVELIA	3069690	5
JUVENA	3086980	5
JUVENA	2972421	3, 16
JUVENA	1843989	3
JUVENA	855671	3, 5
JUVENA	1247486	3
JUVENANCE	3069689	5