

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
Marco Olivieri S.r.l.		05/26/2011	LIMITED LIABILITY COMPANY: ITALY
RECEIVING PARTY DATA			
Name:	ALMA - THE SOUL OF ITALIAN WINE LLLP		
Composed Of:	COMPOSED OF Be Safe Italian Wine Consultants, LLC, general partner		
Street Address:	9601 Collins Avenue, Ste. PH205		
City:	Bal Harbour		
State/Country:	FLORIDA		
Postal Code:	33154		
Entity Type:	limited liability limited partnership: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85200510	AMBO	
CORRESPONDENCE DATA			
Fax Number:	(312)876-0288		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-876-7100		
Email:	jlgrubner@arnstein.com		
Correspondent Name:	Judith L. Grubner		
Address Line 1:	120 S. Riverside Plaza, Ste. 1200		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	38292-0004 AMBO		
NAME OF SUBMITTER:	Judith L. Grubner		
Signature:	/judith l. grubner/		
Date:	06/03/2011		
Total Attachments: 1 source=ambo assignment#page1.tif			

OP \$40.00 85200510

ASSIGNMENT OF TRADEMARKS

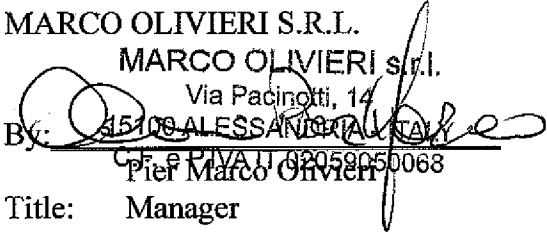
WHEREAS, MARCO OLIVIERI S.R.L., an Italian limited liability company located at Via Pacinotti, 14, Alessandria 15100, Italy ("Assignor"), is the owner of the trademark AMBO ("Trademark") and U.S. Trademark Application Serial No. 85/200,510 associated therewith ("Application"); and

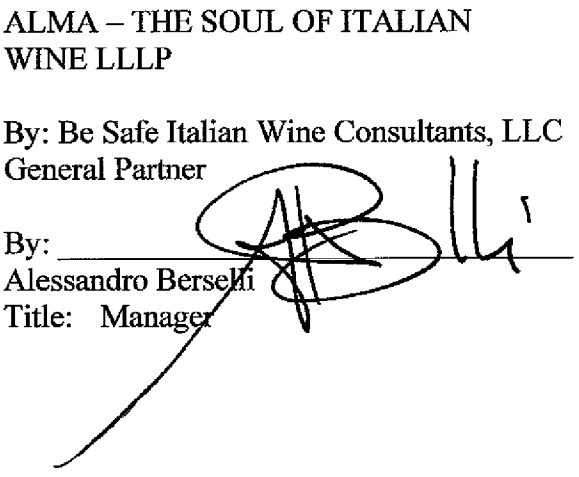
WHEREAS, ALMA – THE SOUL OF ITALIAN WINE LLLP, a Florida limited liability limited partnership whose general partner is Be Safe Italian Wine Consultants LLC, both having an address of 9601 Collins Avenue, Ste. PH205, Bal Harbour, Florida 33154 ("Assignee"), desires to acquire Assignor's United States rights in the Trademark as a successor to the ongoing and existing portion of the business of Assignor to which the Trademark pertains, including the Application, together with the goodwill of the business symbolized by said Trademark;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign, sell and transfer to Assignee all of Assignor's right, title and interest in, to and under the Trademark, the Application and any other registrations or applications for the Trademark, throughout the United States, together with all goodwill of the business symbolized by such Trademark, including the right to sue for all infringements which may have occurred before execution of this Assignment and to recover for damages and profits for such past infringements.

Assignor hereby grants the law firm of Arnstein & Lehr LLP, 120 South Riverside Plaza, Suite 1200, Chicago, Illinois 60606 authority and power to insert on this instrument any further information that may be necessary or desirable for identifying the Trademark or Application for purposes of recordation in the United States Patent and Trademark Office or in any foreign country.

IN WITNESS WHEREOF, this Assignment has been executed by duly authorized agents of Assignor and Assignee and is effective this 26 day of May, 2011.

MARCO OLIVIERI S.R.L.
MARCO OLIVIERI s.r.l.
Via Pacinotti, 14
15100 ALESSANDRIA (AT) ITALY
C.F. e P.IVA IT 02059050068
Pier Marco Olivieri
BY: 
Title: Manager

ALMA – THE SOUL OF ITALIAN
WINE LLLP
By: Be Safe Italian Wine Consultants, LLC
General Partner
BY: 
Alessandro Berselli
Title: Manager