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
BE SAFE ITALIAN WINE CONSULTANTS LLC		05/26/2011	LIMITED LIABILITY COMPANY: FLORIDA

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: 2

Property Type	Number	Word Mark
Serial Number:	85176573	VITALMA
Serial Number:	85178680	ENORE SELECTION

OP $65.00 85176573

CORRESPONDENCE DATA

Fax Number: (312)876-0288
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 312-876-7100
Email: jlgrubner@amstein.com
Correspondent Name: Judith L. Grubner
Address Line 1: 120 S. Riverside Plaza, Ste. 1200
Address Line 4: Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER:	38290-0002/3 VITAL-ENOR
NAME OF SUBMITTER:	Judith L. Grubner
Signature:	/judith l. grubner/

Date:	06/03/2011

Total Attachments: 2
source=vitalma-enore assignment#page1.tif
source=vitalma-enore assignment#page2.tif

ASSIGNMENT OF TRADEMARKS

WHEREAS, MARCO OLIVIERI S.R.L., an Italian limited liability company located at Via Pacinotti, 14, Alessandria 15100, Italy, and BE SAFE ITALIAN WINE CONSULTANTS LLC, a Florida limited liability company, located at 9601 Collins Avenue, #1602, Bal Harbour, Florida 33154 (collectively, "Assignors"), are the joint owners of the trademarks listed on the attached Exhibit A ("Trademarks") and the U.S. Trademark Applications associated therewith ("Applications"); 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, having an address of 9601 Collins Avenue, Ste. PH205, Bal Harbour, Florida 33154 ("Assignee"), desires to acquire Assignors' United States rights in the Trademarks as a successor to the ongoing and existing portion of the business of Assignors to which the Trademarks pertain, including the Applications, together with the goodwill of the business symbolized by said Trademarks;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignors do hereby assign, sell and transfer to Assignee all of Assignors' right, title and interest in, to and under the Trademarks, the Applications and any other registrations or applications for the Trademarks, throughout the United States, together with all goodwill of the business symbolized by such Trademarks, 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 Trademarks or Applications 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 Assignors 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 - ITALY
C.F. e P.IVA IT 02059050068

By: _____
Pier Marco Olivieri
Title: Manager

ALMA – THE SOUL OF ITALIAN WINE LLLP

By: Be Safe Italian Wine Consultants, LLC
By: _____
Alessandro Berselli
Title: Manager of General Partner

BE SAFE ITALIAN WINE CONSULTANTS, LLC

By: _____
Alessandro Berselli
Title: Manager

EXHIBIT A

Mark: VITALMA
U.S. Trademark Application Serial No. 85/176,573
Filed: November 15, 2010

Mark: ENORE SELECTION & Design
U.S. Trademark Application Serial No. 85/178,680
Filed: November 17, 2010