

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                                  |  |                       |                         |
|----------------------------------|--|-----------------------|-------------------------|
| <b>SUBMISSION TYPE:</b>          | NEW ASSIGNMENT   |                       |                         |
| <b>NATURE OF CONVEYANCE:</b>     | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL   |                       |                         |
| <b>CONVEYING PARTY DATA</b>      |  |                       |                         |
| <b>Name</b>                      | <b>Formerly</b>  | <b>Execution Date</b> | <b>Entity Type</b>      |
| JURA-CAPRESSO, INC.              |  | 08/25/2011            | CORPORATION: NEW JERSEY |
| <b>RECEIVING PARTY DATA</b>      |  |                       |                         |
| <b>Name:</b>                     | JURA ELEKTROAPPARATE AG  |                       |                         |
| <b>Street Address:</b>           | KAFFEEWELTSTRASSE 10   |                       |                         |
| <b>City:</b>                     | NIEDERBUCHSITEN  |                       |                         |
| <b>State/Country:</b>            | SWITZERLAND  |                       |                         |
| <b>Postal Code:</b>              | CH-4626  |                       |                         |
| <b>Entity Type:</b>              | CORPORATION: SWITZERLAND   |                       |                         |
| <b>PROPERTY NUMBERS Total: 1</b> |  |                       |                         |
| <b>Property Type</b>             | <b>Number</b>  | <b>Word Mark</b>      |                         |
| <b>Serial Number:</b>            | 85410351   |                       |                         |
| <b>CORRESPONDENCE DATA</b>       |  |                       |                         |
| <b>Fax Number:</b>               | (201)599-0179  |                       |                         |
|                                  | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                       |                         |
| <b>Phone:</b>                    | 201-599-0588   |                       |                         |
| <b>Email:</b>                    | NRISPOLI@JOELANDJOEL.COM   |                       |                         |
| <b>Correspondent Name:</b>       | RICHARD A. JOEL  |                       |                         |
| <b>Address Line 1:</b>           | 496 KINDERKAMACK ROAD  |                       |                         |
| <b>Address Line 4:</b>           | ORADELL, NEW JERSEY 07649  |                       |                         |
| <b>ATTORNEY DOCKET NUMBER:</b>   | T11-450-CAP  |                       |                         |
| <b>DOMESTIC REPRESENTATIVE</b>   |  |                       |                         |
| <b>Name:</b>                     |  |                       |                         |
| <b>Address Line 1:</b>           |  |                       |                         |
| <b>Address Line 2:</b>           |  |                       |                         |

OP \$40.00 85410351

**900200956**

**TRADEMARK  
 REEL: 004613 FRAME: 0825**

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

RICHARD A. JOEL

Signature:

/RICHARD A. JOEL/

Date:

08/30/2011

Total Attachments: 2

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ASSIGNMENT OF TRADEMARK

Whereas, I/WE Jura-Capresso, Inc. of 81 Ruckman Road, Closter, NJ 07624, the Assignee of the trademark application for **frothPLUS™** TRADEMARK SERIAL NO. 85/40,351 and whereas, Jura-Capresso, Inc. is now the sole owner of said trademark application; and,

Whereas, JURA ELEKTROAPPARATE AG of CH-4626 Niederbuchsiten, Switzerland, whose post-office address is Kaffeeweltstrasse 10, is desirous of acquiring the entire right, title, goodwill and interest in the same;

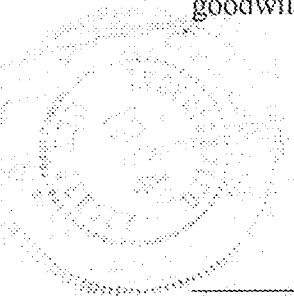
Now, therefore, in consideration of the sum of Ten (\$10.00) Dollars, the receipt of which is hereby acknowledged, and other good and valuable considerations, Jura-Capresso, Inc., by these presents, does sell, assign, and transfer unto the said **frothPLUS™** TRADEMARK SERIAL NO. 85/40,351 the entire right, title, goodwill and interest in and to the said trademark application aforesaid; the same to be had and enjoyed by the said JURA ELEKTROAPPARATE AG, for its own use and behoove, and for its legal representatives and assigns, to the full end of the term for which said trademark application will be granted, as fully and entirely as the same would have been held by me and this assignment and sale not been made.

  
\_\_\_\_\_  
Signature of Officer

Executed this 25 day of August, 2011 at Closter, New Jersey

AFFIDAVIT

I certify that Jura-Capresso, Inc. is the owner of frothPLUS™ TRADEMARK SERIAL NO. 85/410,351 and Jura-Capresso, Inc. has the legal right to assign the entire right, title, goodwill, and interest in and to said trademark application.



Corporate Seal

MICHAEL SCHLEY / DIRECTOR OF FINANCE  
Print Name & Title of Officer

M. Schley  
Signature of Officer

State of NEW JERSEY  
: ss.:  
County of BERGEN

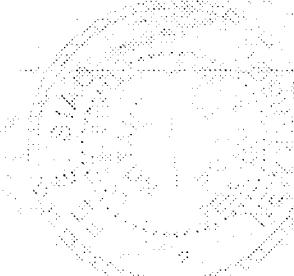
On this the 25<sup>th</sup> day of AUGUST, 2011, before me, MICHAEL SCHLEY, the undersigned officer, personally appeared and who acknowledged himself to me to be the DIR. OF FINANCE of Jura-Capresso, Inc., a corporation, and that he, as such DIR. OF FINANCE, being authorized to do so, executed the foregoing instrument for the purposes therein contained, by signing the name of the corporation by himself as DIRECTOR OF FINANCE.

In witness whereof I hereunto set my hand and official seal.

JURA-CAPRESSO, INC.

BY: FE E. SIAO

[Signature]  
NOTARY



FE E. SIAO  
NOTARY PUBLIC  
STATE OF NEW JERSEY  
MY COMMISSION EXPIRES FEB. 18, 2014  
I.D.# 2282489