

## 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
De La Concha America, Inc.		01/31/2012	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Oettinger Imex AG		
Street Address:	Nauenstrasse 73		
City:	Basel		
State/Country:	SWITZERLAND		
Postal Code:	CH-4002		
Entity Type:	CORPORATION: SWITZERLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	0907439	DE LA CONCHA	
CORRESPONDENCE DATA			
Fax Number:	(212)819-0189		
Phone:	2128190089		
Email:	sfbrown@edmonds-law.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Scott F. Brown		
Address Line 1:	630 Third Avenue		
Address Line 2:	7th Floor		
Address Line 4:	New York, NEW YORK 10017		
DOMESTIC REPRESENTATIVE			
Name:	Edmonds & Co., P.C.		
Address Line 1:	630 Third Avenue		
Address Line 2:	7th Floor		
Address Line 4:	New York, NEW YORK 10017		

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TRADEMARK

NAME OF SUBMITTER:	Scott F. Brown
Signature:	/SFBrown/
Date:	02/07/2012
Total Attachments: 2 source=TM Assignment--De La Concha to Oettinger#page1.tif source=TM Assignment--De La Concha to Oettinger#page2.tif	

TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is made effective as of January 31, 2012, by and between De La Concha America, Inc. (the "Assignor"), a New York corporation, and Oettinger Imex AG (the "Assignee"), a corporation organized under the laws of Switzerland.

WHEREAS, Assignor is the owner of the following trademark (the "Trademark"), registered on the Principal Register of the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Registration No.</u>	<u>Date of Registration</u>
DE LA CONCHA	0907439	02/09/1971

WHEREAS, Assignor has continuously, since the date of first use noted in said registration, used said Trademark in interstate commerce in association with the goods and services described in said registration;

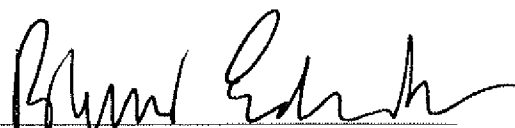
WHEREAS, Assignor desires to convey, transfer, assign, deliver, and contribute to Assignee all of its right, title, and interest in and to the Trademark;

WHEREAS, Assignee is desirous of acquiring said Trademark and the registration therefor;

NOW THEREFORE, for \$1.00 and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby convey, transfer, assign, deliver and contribute unto Assignee all right, title and interest in and to the Trademark, together with (i) all of the goodwill associated therewith and any and all proceeds related thereto, (ii) any acquired secondary meaning associated with the Trademark, and (iii) the above-identified registration, along with all rights to sue and recover for past, present and future infringements and/or misappropriations of the Trademark.

IN WITNESS WHEREOF, the Assignor has executed this Assignment as of the date and year first set forth above.

DE LA CONCHA AMERICA, INC.

By:   
Robert C. Edmonds  
Secretary

STATE OF NEW YORK )  
 ) SS.  
COUNTY OF NEW YORK)

On the 31<sup>st</sup> day of January in the year 2012, before me, the undersigned, personally appeared Robert C. Edmonds, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument, and who acknowledged to me that he executed the same in his capacity, and that by his signature on the instrument, the person on behalf of which the individual acted, executed the instrument.



Notary Public

My Commission Expires:

**SCOTT F. BROWN**  
Notary Public, State of New York  
Registration #02BR6056829  
Qualified in New York County  
Commission Expires June 3, 2015