

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
Vestergaard SA		01/31/2012	CORPORATION: SWITZERLAND
RECEIVING PARTY DATA			
Name:	Vestergaard Frandsen SA		
Street Address:	Chemin Messidor 5-7		
City:	Lausanne		
State/Country:	SWITZERLAND		
Postal Code:	1006		
Entity Type:	CORPORATION: SWITZERLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2948179	PRIME WATER	
CORRESPONDENCE DATA			
Fax Number:	(312)985-5963		
Phone:	3129855900		
Email:	mkitz@clarkhill.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:	CLARK HILL PLC c/o Maria Kitz		
Address Line 1:	150 N. Michigan Ave.		
Address Line 2:	Suite 2700		
Address Line 4:	Chicago, ILLINOIS 60601		
ATTORNEY DOCKET NUMBER:	35682/139924/1		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			

OP \$40.00 2948179

Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:

Linda L. Palomar

Signature:

/Linda L. Palomar/

Date:

03/07/2012

Total Attachments: 1

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USA

V0339US00 -DAN
SIMPLE SIGNATURE

TRADE MARK ASSIGNMENT


WHEREAS, Vestergaard SA, a corporation having its principal place of business at Chemin Messidor 5-7, 1006 Lausanne, Switzerland (hereinafter "ASSIGNOR"), has adopted, used and is using, and is the owner of United States Trademark Registration No. 2,948,179 which issued on May 10, 2005, for the trademark PRIME WATER ® (hereinafter "Mark").

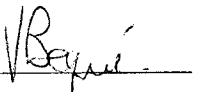
WHEREAS, Vestergaard Frandsen SA, a corporation having its principal place of business at Chemin Messidor 5-7, 1006 Lausanne, Switzerland (hereinafter "ASSIGNEE"), is desirous of acquiring said mark, said Trademark Registration and all rights, priorities and goodwill associated therewith.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign unto said ASSIGNEE all rights, title and interest in and to said Mark in the United States, together with the goodwill of the business symbolized thereby, and all common law rights, the right to claim prior use of the Mark by ASSIGNOR and all rights to damages or profits, due or accrued, arising out of past infringement of the said Mark or injury to said goodwill, and the right to sue for and recover for the same in the future against third parties, ASSIGNOR shall sign all papers and documents and otherwise do all acts reasonable, necessary and desirable in connection therewith at the cost and expense of ASSIGNEE, its legal representatives, successors and/or assigns. In addition, any continued use by ASSIGNOR of the mark shall inure to the benefit of the ASSIGNEE.

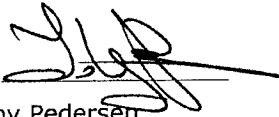
IN WITNESS WHEREOF, we have hereunto set our hands and seal, this
31st day of January 2012.

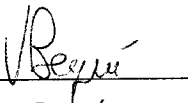
Vestergaard SA

SIGNATURE: 
NAME: Johnny Pedersen
TITLE: CFO

SIGNATURE: 
NAME: Véronique Begué
TITLE: Legal/IP Manager

Vestergaard Frandsen SA

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