

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
	Roth Management AG		07/18/2012
			COMPANY: SWITZERLAND
RECEIVING PARTY DATA			
Name:	Emmi Roth USA, Inc.		
Street Address:	657 2nd Street		
City:	Monroe		
State/Country:	WISCONSIN		
Postal Code:	53566		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 3			
	Property Type	Number	Word Mark
	Registration Number:	1859217	FOUTROU
	Registration Number:	1788293	MATTERHORN
	Registration Number:	1302886	ST. FELICE
CORRESPONDENCE DATA			
Fax Number:	5132414771		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	(513) 352-6527		
Email:	dawn.schneider@thompsonhine.com		
Correspondent Name:	Louis K. Ebling, Thompson Hine LLP		
Address Line 1:	312 Walnut Street, Suite 1400		
Address Line 4:	Cincinnati, OHIO 45202		
NAME OF SUBMITTER:	Louis K. Ebling		
Signature:	/louis ebling/		
Date:	07/23/2012		
Total Attachments: 1 source=Roth Manage to Emmi Roth assignment#page1.tif			

OP \$90.00 1859217

TRADEMARK ASSIGNMENT

WHEREAS Roth Management AG , a Swiss corporation with an address at Wermatswilerstrasse 8, 8610 Uster, Switzerland ("Assignor"), is the owner of all right, title, and interest in and to the trademarks that are the subject of the registrations identified in Exhibit A hereto (the "Marks"); and

WHEREAS, Emmi Roth USA, Inc., a Wisconsin corporation with an address at 657 2nd Street, Monroe, Wisconsin 53566 ("Assignee"), wishes to acquire all rights that Assignor has in and to the Marks and the registrations thereof, together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks, along with the right to recover for damages and profits for past infringements thereof.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell and assign unto Assignee all of Assignor's right, title, and interest in and to the Marks and the registrations thereof, together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks, along with the right to recover for damages and profits for past infringements thereof, effective as of January 7, 2009.

Assignor agrees to execute and deliver, at the request of Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts Assignee may require in order to vest all Assignor's right, title, and interest in and to the Marks and the registrations thereof in Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Assignee, to the extent such evidence is in the possession and control of Assignor.

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed on

10<sup>th</sup> July, 2012.

By: [Signature]

By: [Signature]

Name: MICHAEL ROTH

Name: FELIX ROTH

Title: CFO Boorn-Hubel

Title: CEO Boorn-Hubel

EXHIBIT A

Mark	Registration No.
FOUTROU & Design	1859217
MATTERHORN	1788293
ST. FELICE	1302886