

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	01/31/2008

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Beverage Research Center, Inc.		08/31/2012	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Hagelin Flavor Technologies
Street Address:	200 Meister Avenue
City:	Branchburg
State/Country:	NEW JERSEY
Postal Code:	08876-6033
Entity Type:	CORPORATION: NEW JERSEY

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	1677809	ENDURO
Registration Number:	1763158	ENDURO

CORRESPONDENCE DATA

Fax Number: 2026591559
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Email: bderosa@dickinsonwright.com, cholder@dickinsonwright.com,
 trademark@dickinsonwright.com

Correspondent Name: BARTH X. DEROSA, DICKINSON WRIGHT PLLC
 Address Line 1: 1875 EYE ST NW STE 1200
 Address Line 4: WASHINGTON, DISTRICT OF COLUMBIA 20006-5420

ATTORNEY DOCKET NUMBER:	1420-112
NAME OF SUBMITTER:	BARTH X. DEROSA

OP \$65.00 1677809

Signature:	/BARTH X. DEROSA/
Date:	08/31/2012
Total Attachments: 2 source=1420-112 ASSIGNMENT#page1.tif source=1420-112 ASSIGNMENT#page2.tif	

ASSIGNMENT

WHEREAS, Beverage Research Center, Inc. (Assignor), a corporation previously organized under the laws of the state of Delaware, which was domiciled and doing business at 6231 Gateway Road, Columbus, Georgia 31909-9132, is presently listed as title owner of the trademark ENDURO and U.S. Registration No. 1,677,809 which covers the mark ENDURO as registered with the U.S. Patent and Trademark Office on March 3, 1992 and U.S. Registration No. 1,763,158 which covers the mark ENDURO Stylized as registered with the U.S. Patent and Trademark Office on April 6, 1992;

AND WHEREAS, Hagelin Flavor Technologies (Assignee), a corporation organized under the laws of the state of New Jersey, domiciled and doing business at 200 Meister Avenue, Branchburg, New Jersey 08876-6033, is desirous of acquiring all of the rights, title, and interest in and to the trademark ENDURO and U.S. Registration Nos. 1,677,809 and 1,763,158 covering the trademarks ENDURO and ENDURO Stylized.

NOW THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, Assignor assigns, conveys, and transfers to Assignee, and its successors and assigns, all rights, title, and interest in and to the trademark ENDURO and U.S. Registration Nos. 1,677,809 and 1,763,158 covering the trademarks ENDURO and ENDURO Stylized, together with that part of the goodwill of the Assignor's business in connection with the use of and symbolized by the trademark ENDURO.

IN WITNESS WHEREOF, the Assignor has hereunder executed this instrument this 31st day of August, 2012, with a *nunc pro tunc* effective date of January 31, 2008.

* * *

I, Ben Miller, under the penalty of perjury, declare as follows:

1. that I had served as the Chief Executive Officer of Beverage Research Center, Inc. from 2002 to 2008
_____;
2. that I have personal knowledge that it was the intent of Beverage Research Center, Inc. to assign over all rights and interest in and to the ENDURO mark and

name to Hagelin Flavor Technologies at the time Hagelin Flavor Technologies acquired Beverage Research Center, Inc. in January 2008; and

3. that I am presently employed by Hagelin Flavor Technologies in the capacity of Director of Operations

BEVERAGE RESEARCH CENTER INC.

By: J.B. Miller
Ben Miller

Title: Director of Operations

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