

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
Chipita America, Inc.		09/17/2012	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	Chipita Industrial & Commercial Company S.A.		
Street Address:	12th km National Road, Athens - Lamia Metamorfossi		
City:	Athens		
State/Country:	GREECE		
Entity Type:	Societe Anonyme: GREECE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85633511	NOTHIN' GETS YOU STARTED LIKE 7DAYS	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212-521-5400		
Email:	mpikser@reedsmith.com		
Correspondent Name:	Meredith D. Pikser		
Address Line 1:	599 Lexington Avenue		
Address Line 4:	New York, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	505402.20002		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			
Address Line 3:			

OP \$40.00 85633511

Address Line 4:

NAME OF SUBMITTER:

Meredith D. Pikser

Signature:

/Meredith D. Pikser/

Date:

09/24/2012

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, Chipita America, Inc., a corporation organized and existing under the laws of Florida, having a mailing address at 601 South Boulder, Suite 900, Tulsa, Oklahoma 74119, United States ("Assignor"), is the owner of the trademark NOTHIN' GETS YOU STARTED LIKE 7DAYS and the U.S. trademark application therefore, Ser. No. 85633511 (the "Mark"); and

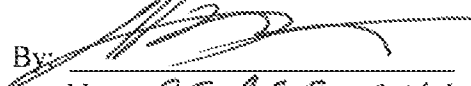
WHEREAS, Chipita Industrial & Commercial Company S.A., a Société Anonyme organized and existing under the laws of Greece, having a mailing address at 12th km National Road, Athens - Lania Metamorfossi, Athens, Greece ("Assignee"), desires to acquire the entire right, title and interest in and to the Mark, including all rights under common law, together with that part of the goodwill of the business relating to the Mark and which is symbolized by the Mark, along with the right to sue for past infringements and recover damages and profits therefor.

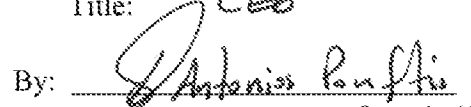
NOW THEREFORE, in exchange for mutual promises and other good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign, transfer and confirm unto Assignee all rights, title and interest in and to the Mark, including all rights under common law, together with that part of the goodwill of the business relating to the Mark and which is symbolized by the Mark, as well as the right to recover damages and profits for past infringement therefor.

Assignor represents and warrants that it is the owner of the entire right, title, and interest in and to the Mark; that it has the right and power to assign ownership of the Mark; that there are no other agreements with any other party in conflict with such assignment; and that it knows of no third parties with prior rights that may threaten or otherwise validly challenge the rights assigned herein to the Mark.

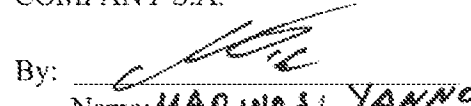
IN WITNESS THEREOF, the parties hereto have caused this Agreement to be executed and delivered by their respective officers thereunto duly authorized.

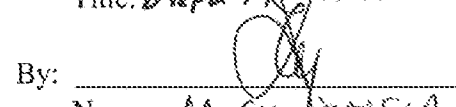
CHIPITA AMERICA, INC.

By: 
Name: GEORGE CONSTANTAS
Title: CEO

By: 
Name: ANTONIO POUFOU
Title: CFO

CHIPITA INDUSTRIAL & COMMERCIAL
COMPANY S.A.

By: 
Name: MARINOS YANNOPOULOS
Title: DEPUTY C.E.O.

By: 
Name: ALETTA NOVOTNA
Title: CFO