

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
Buhler Holding AG		11/09/2012	CORPORATION: SWITZERLAND
RECEIVING PARTY DATA			
Name:	Buhler AG		
Street Address:	Gupfenstrasse 5		
City:	9240 Uzwil		
State/Country:	SWITZERLAND		
Entity Type:	CORPORATION: SWITZERLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1479174	FRISSE	
CORRESPONDENCE DATA			
Fax Number:	7032737684		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	703-273-7680		
Email:	rshapiro@sasiplaw.com		
Correspondent Name:	Ronald E. Shapiro		
Address Line 1:	11350 Random Hills Road, Suite 740		
Address Line 4:	Fairfax, VIRGINIA 22030		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			
Address Line 3:			
Address Line 4:			

NAME OF SUBMITTER:	Ronald E. Shapiro
Signature:	/Ronald E. Shapiro/
Date:	12/10/2012
Total Attachments: 1 source=WBHFR001US-2012059532 PDF#page1.tif	

ASSIGNMENT

WHEREAS, Bühler Holding AG ("Assignor"), a corporation organized under the laws of Switzerland, with a place of business at Gupfenstrasse 5, 9240 Uzwil, Switzerland, owns United States Trademark Registration No. 1479174 ("the Registration"), issued March 1, 1988, for the mark FRISSE ("the Mark"); and

WHEREAS, Bühler AG ("Assignee"), a corporation organized under the laws of Switzerland, with a place of business at Gupfenstrasse 5, 9240 Uzwil, Switzerland, desires to acquire all rights to the Registration, the Mark, and the goodwill of the business symbolized by the Mark;

NOW, THEREFORE, in consideration of One Dollar and other valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor has sold, assigned, transferred, and set over, and does, by this Assignment, sell, assign, transfer, and set over unto Assignee the entire right, title, and interest in and to the Registration, the Mark, and the goodwill of the business symbolized by the Mark, and all claims for damages and profits for past infringement with the right to sue for and collect the same for the use and benefit of Assignee, its successors, assigns, and legal representatives.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by its duly authorized officer or representative on the date written below.

BÜHLER HOLDING AG

Date: Uzwil, 01.11.12

By: *M. Muradli*

Name: Martin Muradli Stefan Schreiber

Title: Members of Groupe Management