

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
Keurig, Incorporated		01/15/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Green Mountain Coffee Roasters, Inc.		
Street Address:	33 Coffee Lane		
City:	Waterbury		
State/Country:	VERMONT		
Postal Code:	05676		
Entity Type:	CORPORATION: DELAWARE		
Name:	Luigi Lavazza S.p.A.		
Street Address:	Corso Novara 59		
City:	Torino		
State/Country:	ITALY		
Postal Code:	10154		
Entity Type:	CORPORATION: ITALY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85581205	RIVO	
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>			
Email:	trademarks@gmcr.com		
Correspondent Name:	Cecelia M. Dempsey		
Address Line 1:	33 Coffee Lane		
Address Line 2:	Green Mountain Coffee Roasters, Inc.		

CH \$40.00 85581205

Address Line 4: Waterbury, VERMONT 05676

ATTORNEY DOCKET NUMBER:

KBU-0314-US

DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Nicholas M. May, Trademark Paralegal

Signature:

/Nicholas M. May/

Date:

01/15/2013

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") dated January 15 2013 by and between Keurig, Incorporated, a Delaware corporation ("Assignor"), with offices at 55 Walkers Brook Drive, Reading, Massachusetts 01867 USA, Green Mountain Coffee Roasters, Inc., a Delaware corporation with offices at 33 Coffee Lane, Waterbury, Vermont 05676 and Luigi Lavazza S.p.A. ("collectively Assignees") with offices at Corso Novara 59 10154 Tornio, Italy.

In consideration of and in exchange for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties confirm that pursuant to the Trademark Joint Ownership Agreement executed on July 31, 2012, Assignor hereby assigns to Green Mountain Coffee Roasters, Inc. ("GMCR") and Luigi Lavazza S.p.A. ("Lavazza") in equal shares of 50% each all rights, title and interest in and to the Marks set forth in Exhibit A attached hereto, including without limitation all common-law rights, throughout the world, together with the associated goodwill (the "Trademarks"), and all income, royalties, damages and payments now or hereafter due or payable with respect thereto in and to all causes of action (either in law or in equity) and the right to sue, counterclaim, and recover for past, present and future infringement of the rights assigned or to be assigned under this Assignment.

IN WITNESS WHEREOF, the parties hereto have executed this Assignment below effective as of the above date.

ASSIGNOR:

KEURIG INCORPORATED

By: 

Name: Amy L. Brosius

Title: Authorized Signatory

ASSIGNEE:

**GREEN MOUNTAIN COFFEE ROASTERS,
INC.**

By: 

Name: Cecelia M. Dempsey

Title: Authorized Signatory

ASSIGNEE:

LUIGI LAVAZZA S.p.A.

By: 

Name: Simona Musso

Title: General Counsel

TRADEMARK

REEL: 004943 FRAME: 0449

Exhibit A

Trademarks

Mark	Application Number	Country
RIVO	85581205	U.S.A.