

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT																										
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL																										
CONVEYING PARTY DATA																											
<table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>Zonin U.S.A., Inc.</td> <td></td> <td>10/12/2012</td> <td>CORPORATION: VIRGINIA</td> </tr> </tbody> </table>				Name	Formerly	Execution Date	Entity Type	Zonin U.S.A., Inc.		10/12/2012	CORPORATION: VIRGINIA																
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CORRESPONDENCE DATA																											
Fax Number: 407-241-55 <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> Phone: 407-245-6904 Email: hdawson@darden.com Correspondent Name: Horace G. Dawson, III Address Line 1: 1000 Darden Center Drive Address Line 4: Orlando, FLORIDA 32837																											
ATTORNEY DOCKET NUMBER:	ZONIN ASSIGNMENT																										
NAME OF SUBMITTER:	Horace G. Dawson, III																										
Signature:	/Horace G. Dawson, III/																										
Date:	01/30/2013																										
Total Attachments: 2 source=Zonin - Darden Concepts, Inc. Assignment of Reg 2980604#page1.tif source=Zonin - Darden Concepts, Inc. Assignment of Reg 2980604#page2.tif																											

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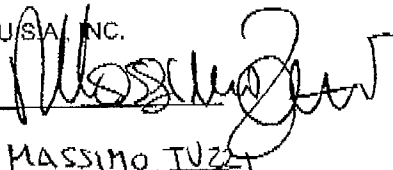
**SCHEDULE 1
ASSIGNMENT**

Zonin U.S.A., Inc., a Virginia corporation, with a principal office at 630 Peter Jefferson Parkway, Charlottesville, Virginia 22911, has used and is using the below-referenced mark in United States commerce and is the owner of the below-referenced United States trademark registration, and

Darden Concepts, Inc., a Florida corporation having its principal offices at 1000 Darden Center Drive Orlando, FL 32837 Florida, is desirous of acquiring said registered trademark;

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Zonin U.S.A. Inc., does hereby sell and assign to Darden Concepts, Inc., all right, title and interest in and to the below-referenced registered trademark, together with the goodwill symbolized by the mark.

MARK	REG. NO.	FILING DATE	REG. DATE	JURISDICTION
PRIMO AMORE	2980604	March 22, 2004	August 2, 2005	United States

ZONIN U.S.A., INC.
 Signed 
 Name, MASSIMO TUZZI
 Its: EXECUTIVE VICE PRESIDENT
 Date 12 OCT 12

DARDEN CONCEPTS, INC.
 Signed _____
 Name _____
 Its: _____
 Date _____

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ZONIN U.S.A., INC.

Signed _____

Name _____

Its:

Date _____

DARDEN CONCEPTS, INC.

Signed Valerie K Collins

Name Valerie K. Collins

Its: President

Date 10-12-2012