

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			
Name	Formerly	Execution Date	Entity Type
Zwanenberg Food Group (USA) Inc.		03/18/2013	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	Meatpoint B.V.		
Street Address:	Twentepoort Oost 5		
City:	Almelo		
State/Country:	NETHERLANDS		
Postal Code:	7609 RG		
Entity Type:	company: NETHERLANDS		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	85416668	FITTING LIFESTYLE	
Serial Number:	85416759	AMERICAN PRIDE	
Serial Number:	85416780	AMERICAN PRIDE	
Serial Number:	85416776	BRISTOL	
Serial Number:	85416811	BRISTOL BRAND	
CORRESPONDENCE DATA			
Fax Number:	3103956115		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	(310) 395-6100		
Email:	williamjseiter@seiterlegalstudio.com		
Correspondent Name:	William J. Seiter		
Address Line 1:	220 26th Street, Suite 202		
Address Line 4:	Santa Monica, CALIFORNIA 90402		
DOMESTIC REPRESENTATIVE			

OP \$140.00 85416668

Name: William J. Seiter
Address Line 1: 220 26th Street, Suite 202
Address Line 4: Santa Monica, CALIFORNIA 90402

NAME OF SUBMITTER:	William J. Seiter
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Signature:	/wjs/
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Date:	04/08/2013
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TRADEMARK ASSIGNMENT

WHEREAS, Zwanenberg Food Group (USA) Inc., an Ohio corporation ("Assignor"), having its address at 10 Madison Avenue Morristown, NJ 07960 United States is the owner of the following trademarks (the "Marks"):

FITTING LIFESTYLE, under U.S. Trademark Application Serial No. 85416668

AMERICAN PRIDE, under U.S. Trademark Application Serial No. 85416759

AMERICAN PRIDE, under U.S. Trademark Application Serial No. 85416780

BRISTOL, under U.S. Trademark Application Serial No. 85416776

BRISTOL BRAND, under U.S. Trademark Application Serial No. 85416811

WHEREAS, Assignor desires to assign all of its right, title and interest in and to the Marks to Meatpoint B.V., a Netherlands company ("Assignee"), having its address at Twentepoort Oost 5 7609 RG Almelo The Netherlands.

NOW, THEREFORE, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's right, title and interest in and to the Marks, the registrations and application, together with the goodwill of the business associated with and symbolized by the Marks.

IN WITNESS WHEREOF, Assignor has executed this Assignment effective as of March 18th, 2013.

Zwanenberg Food Group (USA) Inc.

By:

Name: P. S. H. Lotgerink

Title: CEO