

TRADEMARK ASSIGNMENT

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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>Cupples Products, Inc.</td> <td></td> <td>04/05/2013</td> <td>CORPORATION: MISSOURI</td> </tr> </tbody> </table>				Name	Formerly	Execution Date	Entity Type	Cupples Products, Inc.		04/05/2013	CORPORATION: MISSOURI						
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CORRESPONDENCE DATA																	
Fax Number: 6123408856 <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> Phone: 612-492-6863 Email: frank.kari@dorsey.com Correspondent Name: Kari B. Frank Address Line 1: Dorsey & Whitney LLP, 50 South Sixth St Address Line 2: Suite 1500 Address Line 4: Minneapolis, MINNESOTA 55402																	
ATTORNEY DOCKET NUMBER:	M238380																
NAME OF SUBMITTER:	Kari B. Frank																
Signature:	/Kari B. Frank/																
Date:	04/22/2013																
Total Attachments: 1 source=cupples assignment#page1.tif																	

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TRADEMARK ASSIGNMENT

WHEREAS, Cupples Products, Inc., a Missouri corporation, with its principal place of business located at 10733 Sunset Office Drive, Suite 200, St. Louis, MO 63127 ("Assignor"), has adopted and used the CUPPLES trademark which is the subject of U.S. trademark registration no. 986,294 (the "Mark"); and

WHEREAS, CH Holdings USA, Inc., a Missouri corporation, with its principal place of business located at 10733 Sunset Office Drive, Suite 200, St. Louis, MO 63127 ("Assignee"), desires to acquire the Mark and enjoy the protection of the registration of the Mark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign, transfer and sell unto Assignee all of the right, title and interest in and to the Mark (including all claims for profits and damages by reason of past infringement of the Mark), together with the good will of the business symbolized by the Mark, and the U.S. registration and any and all other registrations of the Mark.

Assignor covenants that it or its representatives will, upon request, do all other lawful acts necessary to enable Assignee to obtain, maintain and enforce full benefits from the rights and interests herein assigned.

This assignment shall be effective as of 4-5-2013, shall be binding on the successors and assigns of Assignor and shall inure to the benefit of the successors and assigns of Assignee.

CUPPLES PRODUCTS, INC.

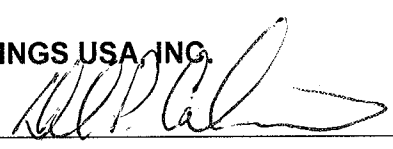
Signed: 

Name: Michel Michno

Title: Vice President

Date: 4-16-2013

CH HOLDINGS USA, INC.

Signed: 

Name: David Coleman

Title: CFO / Vice President, Treasurer, and Secretary

Date: 4-15-2013