

## 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
TPR HOLDINGS LLC		05/30/2013	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	LA PRAIRIE, INC.		
Street Address:	680 Fifth Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10019		
Entity Type:	CORPORATION: NEW JERSEY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3303597	ICECRYSTALS	
CORRESPONDENCE DATA			
Fax Number:	2127686800		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2127686700		
Email:	patrick.boisson@dentons.com		
Correspondent Name:	Martin P. Michael / Dentons US LLP		
Address Line 1:	P.O. Box 061080		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	24405028-0007-53M-PB6		
NAME OF SUBMITTER:	Martin P. Michael		
Signature:	/martin p michael/		

Date:

06/18/2013

Total Attachments: 2

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**ASSIGNMENT**

WHEREAS, Assignor, TPR HOLDING LLC, a Delaware limited liability company, whose address is 950 Third Avenue, New York, New York 10022, is the owner of the following mark and registration ("the Mark")

<b>Trademark</b>	<b>Registration No. or (Application No.)</b>	<b>Registration Date or (Application Date)</b>	<b>Country of Registration</b>
ICECRYSTALS	3,303,597	October 2, 2007	USA

WHEREAS, Assignee, LA PRAIRIE, INC., a New Jersey corporation, whose address is 680 Fifth Avenue, New York, New York 10019, wishes to acquire the Mark and all right, title and interest thereto, and Assignor wishes to so assign the Mark and all right, title and interest thereto the Assignee;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

Assignment: Assignor does hereby assign unto La Prairie any and all right, including common law rights, title, and interest, in the United States of America and all other countries of the world that it has in and to the Mark, together with the goodwill of the business symbolized by the Marks, and Assignor hereby covenants and agrees that, without further consideration, it will cooperate with La Prairie to execute and deliver such other documents, and to do such further acts, as may be reasonably requested by La Prairie to perfect, register and enforce Assignee's ownership of and rights to the Mark.

Representations as to Authority: Assignor represents and warrants that it has the right and authority to execute this Agreement and that it has not sold, assigned, transferred, conveyed, licensed or otherwise disposed of the Marks, or any interest therein.

Signed this 30 day of May, 2013.

**Assignor: TPR HOLDINGS LLC**

By: 

Name: \_\_\_\_\_

Title: Southern Wine  
COO

NOTARY

STATE OF NEW YORK)

) ss

COUNTY OF NEW YORK

On the 30 day of MAY, 2013, before me personally came Stuart Litman, who is personally known to me to be the COO of TPR HOLDINGS LLC., a Delaware limited liability company; who, being duly sworn, did depose and say that she/he is the COO of such company, the company described in and which executed the foregoing instrument; that she/he executed and delivered said instrument pursuant to authority given by the Board of Directors of such company; and that she/he acknowledged said instrument to be the free act and deed of said company.

Notary Public



BARBARA BARRIGA

NOTARY PUBLIC-STATE OF NEW YORK

No. 01BA6235860

Qualified in Westchester County

My Commission Expires February 14, 2015