

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
Emmi (USA), Inc.		09/18/2013	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Emmi Roth USA, Inc.		
Street Address:	657 2nd Street		
City:	Monroe		
State/Country:	WISCONSIN		
Postal Code:	53566		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78865724	SWISS KNIGHT	
CORRESPONDENCE DATA			
Fax Number:	5132414771		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	513.352.6527		
Email:	dawn.schneider@thompsonhine.com		
Correspondent Name:	Louis K. Ebling, Thompson Hine LLP		
Address Line 1:	312 Walnut Street, Suite 1400		
Address Line 4:	Cincinnati, OHIO 45202		
NAME OF SUBMITTER:	Louis K. Ebling		
Signature:	/louis ebling/		
Date:	09/24/2013		
Total Attachments: 1 source=Swiss Knight assignment#page1.tif			

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Trademark Assignment

WHEREAS Emmi (USA), Inc., a New York corporation with an address at 704 Executive Boulevard, Valley Cottage, New York 10989 ("Assignor"), is the owner of all right, title, and interest in and to the trademark SWISS KNIGHT that is the subject of U.S. Trademark Registration No. 3211154 (the "Mark"); and

WHEREAS, Emmi Roth USA, Inc., a Wisconsin corporation with an address at 657 2nd Street, Monroe, Wisconsin 53566 ("Assignee"), wishes to acquire all rights that Assignor has in and to the Mark and the registration therefor, together with the goodwill of the business in connection with which the Mark is used and which is symbolized by the Mark, along with the right to recover for damages and profits for past infringements thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell and assign unto Assignee all of Assignor's right, title, and interest in and to the Mark and the registration therefor, together with the goodwill of the business in connection with which the Mark is used and which is symbolized by the Mark, along with the right to sue for and recover damages and profits for past infringements thereof.

Assignor agrees to perform such lawful acts and execute all further documents as Assignee may reasonably request to fully effectuate the assignment of the Mark and the registration therefor.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be signed by a duly authorized officer.

Emmi (USA), Inc. (Assignor)

By: 

Name: Steve Millard

Title: CEO

Date: 9/18/2013