

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
LUVANIS S.A.		01/11/2013	CORPORATION: LUXEMBOURG
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	BELBER 1891 S.A.		
<b>Street Address:</b>	4 rue Dicks		
<b>City:</b>	Luxembourg		
<b>State/Country:</b>	LUXEMBOURG		
<b>Postal Code:</b>	L1417		
<b>Entity Type:</b>	CORPORATION: LUXEMBOURG		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85534762	BELBER 1 8 9 1	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Email:</b>	info@luvanis.com		
<b>Correspondent Name:</b>	LUVANIS S.A.		
<b>Address Line 1:</b>	4 rue Dicks		
<b>Address Line 4:</b>	Luxembourg, LUXEMBOURG L1417		
<b>ATTORNEY DOCKET NUMBER:</b>	BELBER ASSIGNMENT		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>			
<b>Address Line 1:</b>			
<b>Address Line 2:</b>			
<b>Address Line 3:</b>			

OP \$40.00 85534762

**900269758**

**TRADEMARK  
 REEL: 005136 FRAME: 0239**

Address Line 4:

NAME OF SUBMITTER:

Arnaud de Lummen

Signature:

/adelummen/

Date:

10/23/2013

Total Attachments: 1

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## TRADEMARK ASSIGNMENT

This Assignment ("Assignment") effective as of January 11, 2013, is entered into by and between, Luvanis S.A. (the "Assignor"), with offices at 4, rue Dicks, L-1417 Luxembourg, Grand Duchy of Luxembourg and Belber 1891 S.A. (the "Assignee"), with offices at 4, rue Dicks, L-1417 Luxembourg, Grand Duchy of Luxembourg.

Whereas, the Assignor has agreed to assign any ownership rights that he has in the intent-to-use application for the mark "Belber 1891" (the "Mark") to Assignee, in consideration for [REDACTED]; and

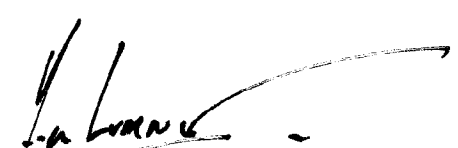
Now, therefore, in consideration [REDACTED], the receipt and sufficiency of which is hereby acknowledged, Assignor transfers, assigns, delivers, and contributes to Assignee, who is the successor in the Assignor's business, all of Assignor's right, title, and interest of whatever kind in and to the Mark, together with the goodwill of the ongoing business associated therewith, including, but not only, any and all retail and wholesale marketing plans, advertising and promotion material, public relations plans, and market surveys, associated with and developed for the forthcoming use of the Mark in the United States of America. The rights herein transferred in the Mark include any and all of Assignor's rights in the intent-to-use application serial no. 85,534,762 and for the Mark, the same to be held and enjoyed by Assignee, its successors and assigns, from and after the date hereof as fully and entirely as the same would have been held and enjoyed by Assignor had this assignment of the Mark not be made.

Assignor further covenants that it will execute all documents, papers, forms, authorizations and take all other actions that may be necessary for securing, completing, or vesting in Assignee full right, title, and interest in the Mark.

In witness whereof, the parties hereto have executed and delivered this Agreement on the first date above written.

LUVANIS S.A.

BELBER 1891 S.A.

By:   
Name: Arnaud de Lummen  
Title: Director

By:   
Name: Carlo Schneider  
Title: Director