

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM309134

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bradshaw International, Inc.		06/25/2014	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	BIALETTI INDUSTRIE S.P.A.		
Street Address:	Via Fogliano, 1		
City:	I-25030 Coccaglio (Brescia)		
State/Country:	ITALY		
Entity Type:	Societe Par Actions: ITALY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85938029	AETERNUM	
CORRESPONDENCE DATA			
Fax Number:	7032058050		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	7032058000		
Email:	searsk@bskb.com		
Correspondent Name:	Robert J. Kenney		
Address Line 1:	P.O. Box 747		
Address Line 4:	Falls Church, VIRGINIA 22040-0747		
ATTORNEY DOCKET NUMBER:	0124-0471US1		
DOMESTIC REPRESENTATIVE			
Name:	Birch, Stewart, Kolasch & Birch, LLP		
Address Line 1:	P.O. Box 747		
Address Line 4:	Falls Church, VIRGINIA 22040-0747		
NAME OF SUBMITTER:	Robert J. Kenney		
SIGNATURE:	/Robert J. Kenney/		
DATE SIGNED:	06/30/2014		
Total Attachments: 1			
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OP \$40.00 85938029

ASSIGNMENT

WHEREAS, Bradshaw International, Inc., a corporation of Delaware (hereinafter Assignor), having a place of business at 9409 Buffalo Avenue, Rancho Cucamonga, CA 91730, is the owner of Trademark Application No. 85/938,029, filed on May 21, 2013, for the mark "AETERNUM", in the U.S. Patent and Trademark Office; and


WHEREAS, BIALETTI INDUSTRIE S.P.A. (hereinafter Assignee), a Societe Par Actions of Italy, having a place of business at Via Fogliano, 1, I-25030 Coccaglio (Brescia), Italy, is desirous of acquiring said application;

NOW, THEREFORE, in consideration of and in exchange for the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee, the entire right, title and interest in and to said application, together with the goodwill of the business associated with the mark, the same to be held and enjoyed by the Assignee, its successors and assigns, as fully and entirely as the said assigned interest would have been held and enjoyed by the Assignor if this Assignment had not been made.

IN WITNESS WHEREOF, the parties hereto have caused these presents to be executed as follows:


ASSIGNOR:
Bradshaw International, Inc.

Date 6/25/14

By 
Name BRENT BRADSHAW
Title PRESIDENT

WITNESS:

Date 6/25/14

By 
Signature