

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM310024

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Brand Developers Aust. Pty Ltd.		05/05/2014	LIMITED LIABILITY COMPANY: AUSTRALIA
RECEIVING PARTY DATA			
Name:	Warimex Waren-Import-Export Handels GmbH		
Street Address:	Auf der Schulmatt 7/1		
City:	Neuried		
State/Country:	GERMANY		
Postal Code:	77743		
Entity Type:	CORPORATION: GERMANY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86008675	ROCKSTAR	
CORRESPONDENCE DATA			
Fax Number:			
<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:	7024602223		
Email:	dana@techlawllp.com		
Correspondent Name:	Dana B. Robinson		
Address Line 1:	P.O. Box 1416		
Address Line 4:	La Jolla, CALIFORNIA 92038		
ATTORNEY DOCKET NUMBER:	ROCKSTAR 91353		
NAME OF SUBMITTER:	Dana B. Robinson		
SIGNATURE:	/Dana B. Robinson/		
DATE SIGNED:	07/08/2014		
Total Attachments: 6			
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TRADEMARK

TRADE MARK ASSIGNMENT DEED

THIS DEED is dated 5 May 2014

BETWEEN: Brand Developers Ltd of Level 1, 519-521 Lake Road, Takapuna, Auckland 0622, New Zealand; and
Brand Developers Aust Pty Ltd of 461 Plummer Street, Port Melbourne VIC 3207, Australia; and
Paul Meier of 521 Lake Road, Takapuna, Auckland 0622, New Zealand;
(collectively **Brand Developers**)

AND: Warimex Waren-Import-Export Handels GmbH of auf der Schulmatt 7/1, Neuried, Germany 77743 (Warimex).

BACKGROUND

- A. Brand Developers is the owner of the Trade Marks.
- B. Brand Developers has agreed to assign to Warimex the Trade Marks in accordance with the terms set out in this Deed.

TERMS OF DEED

1. Definitions

1.1 In this Deed:

"Trade Marks" means the trade marks and trade mark applications outlined in the Schedule to this deed, and any other trade marks using those trade marks based upon them.

2. Assignment

- 2.1 In return for valuable consideration, the receipt and sufficiency of which is acknowledged by Brand Developers, Brand Developers hereby assigns to Warimex all rights, title and interest in the Trade Marks, and all goodwill associated with the Trade Marks.

3. Infringement

- 3.1 Brand Developers authorises Warimex to bring an action for infringement of any of the Trade Marks and Warimex will not require any further authorisation from Brand Developers to commence proceedings for infringement of the Trade Marks.

4. Further documents

- 4.1 Brand Developers agrees to execute such further documentation as may be required to give effect to this Deed from time to time at the reasonable request and cost of Warimex.

5. Waiver

5.1 A party's failure or delay to exercise a power or right does not operate as a waiver of that power or right. The exercise of a power or right does not preclude future exercise or the exercise of any other power or right.

6. Counterparts

6.1 This Deed may be executed in counterparts. All executed counterparts constitute one document.

7. Governing Law and Jurisdiction

7.1 This Deed is governed by the laws applicable in the State of New South Wales, Australia and the parties irrevocably submit to the exclusive jurisdiction of the Federal Court of Australia.

Executed as a DEED

SIGNED by BRAND DEVELOPERS LTD)
by its duly appointed officer in the)
presence of:)

C. Selleyman
Witness (Signature)

Christine Selleyman
Witness (Name)

WR Nowell-Usticke
Authorised officer (Signature)

Wendy Nowell-Usticke
Authorised officer (Name)

5 May 2014
Date

SIGNED by BRAND DEVELOPERS)
AUST PTY LTD by its duly appointed)
officer in the presence of:)

C. Selleyman
Witness (Signature)

Christine Selleyman
Witness (Name)

WR Nowell-Usticke
Authorised officer (Signature)

Wendy Nowell-Usticke
Authorised officer (Name)

5 May 2014
Date

SIGNED by PAUL MEIER

)
)
)
)

C. Feldeyman

Witness (Signature)

P. Meier

(Signature)

Christine Feldeyman

Witness (Name)

5 May 2014

Date

SIGNED by WARIMEX WAREN-IMPORT-)
EXPORT HANDELS GMBH by its duly)
appointed officer in the presence of:)
)

A. Babel

Witness (Signature)

[Signature]

Authorised officer (Signature)

ANJA DRUDER

Witness (Name)

MICHAEL SCHDIEGERER


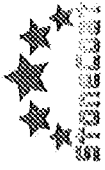

Authorised officer (Name)

16 May 2014



Date

SCHEDULE

Current Registered Trade Marks for cookware:

Country	Mark	No.	Application Date	New Renewal Due	Registered Owner
Australia	StoneDine	1280080	08/01/2009 (22/12/2008 priority)	08/01/2019	Paul Ernest Meier
Australia		1538668	11/02/2013	11/02/2023	Brand Developers Aust. Pty Ltd
Australia	RockDine	1556950	17/05/2013	17/05/2023	Brand Developers Aust. Pty Ltd
Australia	ROCKSTAR	1564642	25/06/2013	25/06/2023	Brand Developers Aust. Pty Ltd
Australia		1490897	25/05/2012	25/05/2022	Brand Developers Aust. Pty Ltd
Australia		1497501	09/07/2012	09/07/2022	Brand Developers Aust. Pty Ltd
Australia	STONECOTE	1575434	19/08/2013	19/08/2023	Brand Developers Aust. Pty Ltd

Current Registered Trade Marks for cookware cont.:

Country	Mark	No.	Application Date	New Renewal Due	Registered Owner
New Zealand	StoneDine	800817	22/12/2008	22/12/2018	Paul Ernest Meter
New Zealand		972231	04/02/2013	04/02/2023	Brand Developers Ltd
New Zealand	RockDine	977315	15/05/2013	15/05/2023	Brand Developers Ltd
New Zealand	ROCKSTAR	979697	25/06/2013	25/06/2023	Brand Developers Ltd
New Zealand	STONECOTE	983040	19/08/2013	19/08/2023	Brand Developers Ltd
New Zealand		961252	28/06/2012	28/06/2022	Brand Developers Ltd
Japan	RockDine	561140 <i>561140/0</i>	16/05/2013	30/08/2023	Brand Developers Ltd
Japan	StoneDine	5611459	16/05/2013	30/08/2023 Opposed (2013-900393)	Brand Developers Ltd
United States of America	StoneDine	3748423	01/09/2009	Evidence of use due 16/02/2015	Brand Developers Ltd
United States of America	ROCKDINE	86009906	15/07/2013	15/07/2023	Brand Developers Ltd

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Current Trade Mark Applications for cookware:

Country	Mark	Application No.	Application Date	Current Status	Applicant
Australia	BlueStone	1554117	09/05/2013	Examined (unregistrable)	Brand Developers Aust. Pty Ltd
Australia	BlueStone	1556754	15/05/2013	Examined (unregistrable)	Brand Developers Aust. Pty Ltd
Canada	ROCKDINE	1,634,828	11/07/2013	Filed	Brand Developers Ltd
Canada	ROCKSTAR	1,634,992	12/07/2013	Filed	Brand Developers Ltd
Europe	ROCKDINE	11821097	16/05/2013	Opposed	Brand Developers Ltd
Europe	ROCKDINE	11821261	16/05/2013	Opposed	Brand Developers Ltd
Europe	ROCKSTAR	11896131	13/06/2013	Opposed	Brand Developers Ltd
United States of America	ROCKSTAR	86608675	12/07/2013	Filed	Brand Developers Ltd
Hong Kong	STONEDINE	302852550	30/12/2013	Filed	Brand Developers Ltd
New Zealand	BLUESTONE	996832	28/04/2014	Under examination	Brand Developers Ltd

523607_1 (Rev) (Date: 1/7/2014)