

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM353032

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Zandera Ltd.		08/21/2015	LIMITED LIABILITY COMPANY: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	JT International SA		
Street Address:	1 Rue de la Gabelle		
City:	1211 Geneva 26		
State/Country:	SWITZERLAND		
Entity Type:	CORPORATION: SWITZERLAND		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	77957808	E-LITES	
Serial Number:	86168514	ELITES	
Serial Number:	86662472	CURV	
CORRESPONDENCE DATA			
Fax Number:	4153817515		
<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:	(415) 381-4161		
Email:	trademarks@donahue.com		
Correspondent Name:	Anne Hiaring Hocking		
Address Line 1:	80 East Sir Francis Drake Blvd.		
Address Line 2:	Suite 2M		
Address Line 4:	Larkspur, CALIFORNIA 94939		
ATTORNEY DOCKET NUMBER:	JTI (3)		
DOMESTIC REPRESENTATIVE			
Name:	Anne Hiaring Hocking		
Address Line 1:	80 East Sir Francis Drake Blvd.		
Address Line 2:	Suite 2M		
Address Line 4:	Larkspur, CALIFORNIA 94939		

OP \$90.00 77957808

NAME OF SUBMITTER:	Anne Hocking
SIGNATURE:	/Anne Hocking/
DATE SIGNED:	08/27/2015
Total Attachments: 3 source=Assignment - Zandera to JTI 08212015#page1.tif source=Assignment - Zandera to JTI 08212015#page2.tif source=Assignment - Zandera to JTI 08212015#page3.tif	

TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is made and entered into this 11 day of June, 2015, by and between Zandera Ltd, a UK limited liability company, ("Assignor"), with principal place of business located at 18 Buntsford Park Road, Bromsgrove, Zandera House, Worcestershire B603DX, UNITED KINGDOM, on the one hand, and JT International SA, a Switzerland Corporation ("Assignee"), with a principal place of business located at 1 Rue de la Gabelle, 1211 Geneva 26, SWITZERLAND, on the other hand (individually referred to as a "Party" or collectively, the "Parties").

RECITALS

WHEREAS, Assignor is the owner of the trademarks, as well as the U.S. trademark applications and registrations listed in Exhibit "A" attached and incorporated by this reference (collectively, the "Marks");

WHEREAS, Assignor has a bona fide intent to use the Marks in connection with the goods in the applications;

WHEREAS, Assignee has acquired that portion of the goodwill of the business of Assignor associated with the Marks, including the applications and registrations and all the goodwill associated with those applications and registrations, and is the successor in interest to that portion of business of the Assignor to which the Marks pertain, the business of which is ongoing and existing, pursuant to Section 10 of the Lanham Act, 15 U.S.C. §1060;

NOW, THEREFORE, for and in consideration of the mutual promises contained herein, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

ASSIGNMENT

Each of the foregoing recitals is incorporated herein by reference.

For good and valuable consideration, receipt thereof which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title, and interest in and to the Marks for all goods offered and intended to be offered by Assignor under the Marks, together with the goodwill of that portion of Assignor's business symbolized by the Marks in any and all forms, and the above-identified applications and registrations thereof.

For such good and valuable consideration, Assignor hereby further sells, assigns, and transfers to Assignee all rights and interests in, to, and arising from any infringement of the Marks, including without limitation, all claims for damages and profits for any infringements that occurred prior to the date of this Assignment, including the right to sue for any infringements in its own name and stead and for its own benefit.

Assignor agrees to execute and deliver, at the request of Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require

in order to vest all of Assignor's rights, title, and interest in and to the Marks in the Assignee, and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of the Assignor. Assignor also irrevocably authorizes and appoints Assignee as Assignor's true and lawful attorney-in-fact to take such action and make, sign, execute, acknowledge, file, and deliver all such papers, instruments, and assignments, and to perform such other acts (and to cause any of the foregoing) as may from time-to-time be necessary to convey to Assignee, its successors, licensees, and assigns, or to register with any governmental agency or administrative body, all rights granted herein. Such power of attorney is coupled with an interest and is irrevocable.

Assignee and Assignor agree to cooperate in the recordation of this Assignment in the records of the United States Patent and Trademark Office.

IN WITNESS WHEREOF, the Parties hereto have executed this Assignment effective as of the day and year first written above.

ZANDERA LTD

By: 

21 August 2015
Date

Name: Javier Lubino

Its: General Manager

JT INTERNATIONAL SA

By: 

24 August 2015
Date

Name: Alan Mink

Its: Attorney-in-fact

EXHIBIT A

TRADEMARKS

TRADEMARK	COUNTRY	CLASS(ES)	NUMBER	REG. DATE
CURV	United States	11, 34	86662472	PENDING
ELITES	United States	05, 09, 11, 30, 34	86168514	PENDING
E-Lites	United States	34	3,863,906	October 19, 2010