

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM359861

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF 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>
Jacobs Coffee UK LTD		10/08/2015	Limited Company: UNITED KINGDOM
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Douwe Egberts Retail UK Limited		
<b>Street Address:</b>	Horizon Honey Lane, Hurley		
<b>City:</b>	Maidenhead, Berkshire		
<b>State/Country:</b>	UNITED KINGDOM		
<b>Postal Code:</b>	SL6 6RJ		
<b>Entity Type:</b>	COMPANY: UNITED KINGDOM		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	0898398	KENCO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7038482981		
<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>			
<b>Phone:</b>	7035843270		
<b>Email:</b>	trademarks@rmsclaw.com		
<b>Correspondent Name:</b>	David S. Safran		
<b>Address Line 1:</b>	7918 Jones Branch Drive, Suite 500		
<b>Address Line 4:</b>	McLean, VIRGINIA 22102		
<b>ATTORNEY DOCKET NUMBER:</b>	DSS		
<b>NAME OF SUBMITTER:</b>	David S. Safran		
<b>SIGNATURE:</b>	/davidssafran/		
<b>DATE SIGNED:</b>	10/24/2015		
<b>Total Attachments: 2</b>			
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**NUNC PRO TUNC CONFIRMATORY DEED OF ASSIGNMENT  
UNITED STATES**

This DEED is made between:

**Jacobs Coffee UK Ltd**, a company duly organized and existing under the Laws of the United Kingdom, of Uxbridge Business Park, Sanderson Road, Uxbridge, United Kingdom UB8 1DH ("the Assignor");

and

**Douwe Egberts Retail UK Limited**, a company duly organized and existing under the Laws of the United Kingdom, of Horizon Honey Lane, Hurley, Maidenhead, Berkshire, United Kingdom SL6 6RJ ("the Assignee");

WHEREAS, Assignor and Assignee (now known as Jacobs Douwe Egberts GB LTD by change of name effective July 3<sup>rd</sup>, 2015) entered into an IP Assignment Agreement executed on July 2<sup>nd</sup>, 2015 (hereinafter, the "Agreement"), wherein Assignor contributed all of its rights, title and interests in, to and under trademarks set forth on Annex A hereto, including the applications and registrations therefore (the "Trademarks"), along with all related common law marks and all appurtenant goodwill to Assignee;

NOW THEREFORE, in consideration of the foregoing and pursuant to the mutual promises set forth in the Agreement, Assignor and Assignee confirm the following:

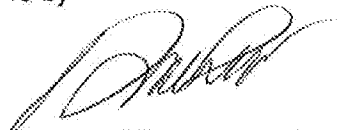
- (a) The Assignor is the proprietor of the trademarks in the United States as set out in the attached schedule marked "Annex A" (the "Trademarks"); and
- (b) The Assignor and the Assignee have agreed that the Trademarks should be transferred to the Assignee;
- (c) The Assignment of the afore-mentioned trademarks became effective as of July 2<sup>nd</sup>, 2015.

IT IS AGREED THAT:

For good and valuable consideration in the amount sum of 1 EUR, receipt of which is hereby acknowledged by the Assignor, the Assignor hereby confirms having assigned, transferred and set over unto the Assignee, its successors all rights, title and interests in the United States in the Trademarks together with the goodwill of the business represented and symbolised by the Trademarks and the Assignee accepts the said assignment.

IN WITNESS WHEREOF, the Assignor and Assignee have caused this Assignment to be executed by their authorized representatives.

Signed as a Deed in Munich, Germany on behalf of the **Assignor** this 8<sup>th</sup> day of October 2015 by



\_\_\_\_\_  
Daniela Vanoni, Proxy-Holder

Signed as a Deed in Munich, Germany on behalf of the **Assignee** this 8<sup>th</sup> day of October 2015 by



\_\_\_\_\_  
Katharina Mueller, Proxy-Holder

Annex A

IP Right	Application No.	Registration No.	Class(es)
KENCO	72/342708	898398	30