

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM391014

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LUXCO, INC.		07/18/2011	Corporation: MISSOURI
RECEIVING PARTY DATA			
Name:	NICOLAS SCHILLING, S.A.		
Street Address:	Rue J.-J. Lallemand 5		
City:	Neuchâtel		
State/Country:	SWITZERLAND		
Postal Code:	2000		
Entity Type:	Corporation: SWITZERLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2238349	B BOUCHERON	
CORRESPONDENCE DATA			
Fax Number:	3303769646		
<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:	(330) 376-1242		
Email:	eggreive@rennerkenner.com		
Correspondent Name:	RENNER, KENNER, GREIVE, BOBAK, TAYLOR &		
Address Line 1:	106 S. MAIN STREET		
Address Line 2:	FIRST NATIONAL TOWER, SUITE 400		
Address Line 4:	AKRON, OHIO 44308-1412		
NAME OF SUBMITTER:	EDWARD G. GREIVE		
SIGNATURE:	/EDWARD G. GREIVE/		
DATE SIGNED:	07/11/2016		
Total Attachments: 1			
source=Assignment of USTM Reg No 2,238,349 dated 07-18-2011#page1.tif			

OP \$40.00 2238349

EXHIBIT B

ASSIGNMENT AGREEMENT

THIS ASSIGNMENT AGREEMENT (the "Assignment") is entered into as of July 18, 2011, by and between Luxco, Inc., a Missouri corporation ("Assignor"), and Nicolas Schilling, S.A., a Swiss corporation, pursuant to a Sale Agreement between the parties of this date ("Agreement").

WHEREAS, Assignor is the registrant of record in the United States Patent and Trademark Office records for the trademark BOUCHERON under U.S. Registration No. 1,196,404 and B BOUCHERON and design under Registration No. 2,238,349 (collectively, the "Trademark");

WHEREAS, Assignor wishes to assign the entire rights, title and interest in and to the Mark and the goodwill associated with such Trademark to Assignee, on the conditions set forth in the Sale Agreement;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto agree as follows:

1. Assignor hereby transfers and assigns to Assignee its entire right, title and interest in and to the Trademark, together with any goodwill associated therewith.

2. This Assignment shall inure to the benefit of, and be binding upon the parties, their successors and assigns.

3. Assignor agrees to execute and deliver any and all documents that may be necessary or desirable to perfect the title to the Trademark in Assignee, its successors and assigns, in accordance with the Agreement.

4. In the case of any conflict between the terms of this Assignment and the terms of the Agreement, the terms of the Agreement shall govern.

IN WITNESS WHEREOF, the parties have executed this Assignment as of the day and year above.

ASSIGNOR:

LUXCO, INC.

By:

Name: David Bratcher

Title: Chief Operating Officer

ASSIGNEE:

NICOLAS SCHILLING S.A.

By:

Name:

Title: