

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM460921

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Choice of Nature Limited		02/05/2018	Limited Corporation: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Alpha La Roche Limited		
Street Address:	1 The Green		
City:	Richmond, Surrey		
State/Country:	FLORIDA		
Postal Code:	TW9 1PL		
Entity Type:	Limited Corporation: UNITED KINGDOM		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2897649	ALPHA WHITE	
Registration Number:	2940376	ALPHA WHITE	
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:	3054410200		
Email:	dmrogero@dmrpa.com		
Correspondent Name:	David M. Rogero		
Address Line 1:	2625 Ponce de Leon Boulevard, Suite 280		
Address Line 4:	Coral Gables, FLORIDA 33134		
ATTORNEY DOCKET NUMBER:	3135.101		
DOMESTIC REPRESENTATIVE			
Name:	David M. Rogero		
Address Line 1:	2625 Ponce de Leon Boulevard, Suite 280		
Address Line 4:	Coral Gables, FLORIDA 33134		
NAME OF SUBMITTER:	David M. Rogero		
SIGNATURE:	/s/David M. Rogero/		

OP \$65.00 2897649

DATE SIGNED:	02/05/2018
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Total Attachments: 1 source=ALPHA WHITE Assignment from Choice of Nature to Alpha La Roche signed 20180205#page1.tif
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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
TRADEMARK ASSIGNMENT**

WHEREAS, Choice of Nature Limited, a limited company duly organized and existing under the laws of the United Kingdom and having its principal place of business at Regent House, 316 Beulah Hill, London, United Kingdom SE193HF (“**Assignor**”) owns all the right, title and interest in and to the federal trademark registrations of the following marks:

ALPHA WHITE, U.S. Registration Number 2940376

ALPHA WHITE, U.S. Registration Number 2897649

(the “**Marks**”); and

WHEREAS, Alpha La Roche Limited, a limited company duly organized and existing under the laws of the United Kingdom and having its principal place of business at 1 The Green, Richmond, Surrey, United Kingdom TW9 1PL (“**Assignee**”), desires to acquire all right, title and interest in and to the Marks, the registrations thereof, and the goodwill associated therewith.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby conveys and assigns to Assignee the entire right, title and interest in and to the Marks together with all goodwill of the business represented and symbolized thereby with all rights to sue and recover damages and/or profits for past infringements.

2/5/18

Date

Choice of Nature Limited

By: _____

Name: Michel M Farah

Title: President