

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM605503

<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>
JENSEN USA, INC.		10/15/2020	Corporation: FLORIDA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	JENSEN HOLDING SA		
<b>Street Address:</b>	Buchmattstrasse 8, 3400		
<b>Internal Address:</b>	c/o JENSEN AG BURGDORF		
<b>City:</b>	Burgdorf		
<b>State/Country:</b>	SWITZERLAND		
<b>Entity Type:</b>	Société Anonyme (Sa): SWITZERLAND		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1324087	ALPHA	
<b>Registration Number:</b>	6137161	ALPHA BY JENSEN	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2028037953		
<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>	(202) 888-2047		
<b>Email:</b>	docket@markerylaw.com, katrinahull@markerylaw.com, taratoth@markerylaw.com		
<b>Correspondent Name:</b>	Katrina G. Hull, Esq.		
<b>Address Line 1:</b>	P.O. Box 84150		
<b>Address Line 4:</b>	Gaithersburg, MARYLAND 20883-4150		
<b>NAME OF SUBMITTER:</b>	Katrina G. Hull, Esq.		
<b>SIGNATURE:</b>	/katrinaghull/		
<b>DATE SIGNED:</b>	10/28/2020		
<b>Total Attachments: 3</b>			
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TRADEMARK ASSIGNMENT

WHEREAS, JENSEN USA, INC. ("JENSEN USA"), a Corporation organized under the laws of the State of Florida, having a mailing address at 99 Aberdeen Loop, Panama City, FL 32405, United States of America, owns all right, title, and interest in and to United States trademark registrations identified in the attached Exhibit A (hereinafter the "Marks");

WHEREAS, JENSEN HOLDING SA ("JENSEN HOLDING"), a Société Anonyme (SA) organized under the laws of Switzerland, having a principal place of business at c/o JENSEN AG BURGDORF, Buchmattstrasse 8, 3400 Burgdorf, Switzerland, is desirous of acquiring all of JENSEN USA's right, title, and interest in and to the Mark.

NOW, THEREFORE, for the receipt of one (\$1) dollar and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, JENSEN USA, intending to be legally bound, does hereby assign, transfer, grant, sell, and set over to JENSEN HOLDING: (a) JENSEN USA's entire right, title, and interest in and to the Marks throughout the world, together with the goodwill of JENSEN USA's business in connection with which the Marks is used; and (b) the full right to sue for past, present, or future infringement of the Marks, all of these rights to be held and enjoyed by JENSEN HOLDING, its successors and assigns, as fully as the same would have been held and enjoyed by JENSEN USA.

IN WITNESS WHEREOF, JENSEN USA has caused this instrument to be signed by its duly authorized representative effective as of the 15 day of October, 2020.

JENSEN USA, INC.

By:  .....

Name: SIMON A. FIELD .....

Title: PRESIDENT .....

18

JENSEN HOLDING SA

By:  

Name: JESPER N. JENSEN P. SCHALCH

Title: CEO CFO

EXHIBIT A TO TRADEMARK ASSIGNMENT

COUNTRY	MARK	CLASS	REGISTRATION NO.
United States	ALPHA	7	1324087
United States	ALPHA BY JENSEN & Design	7	6137161

*RP*