

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM834011

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
THE RITZ HOTEL, LIMITED		07/18/2023	LIMITED COMPANY IN UNITED KINGDOM: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Ritz Enterprise SA		
Street Address:	Rue du Rhone 42		
City:	Geneva		
State/Country:	SWITZERLAND		
Postal Code:	1204		
Entity Type:	LIMITED COMPANY IN SWITZERLAND: SWITZERLAND		
PROPERTY NUMBERS Total: 25			
Property Type	Number	Word Mark	
Registration Number:	5163995	RITZ ESCOFFIER	
Registration Number:	5306392	RITZ ESCOFFIER	
Registration Number:	3244080	RITZ	
Registration Number:	5843079	RITZ PARIS	
Registration Number:	2788043	RITZ PARIS	
Registration Number:	2723442	RITZ PARIS	
Registration Number:	2726595	RITZ PARIS	
Registration Number:	2723441	RITZ PARIS	
Registration Number:	2790268	RITZ PARIS	
Registration Number:	2706448	RITZ PARIS	
Registration Number:	4571462	RITZ PARIS	
Registration Number:	5216036	RITZ PARIS	
Registration Number:	5174584	RITZ PARIS	
Registration Number:	5225973	RITZ PARIS	
Registration Number:	6061914	RITZ PARIS	
Registration Number:	6062055	RITZ PARIS	
Registration Number:	2778149	RITZ PARIS	
Registration Number:	3991688	RITZ PARIS	

OP \$640.00 5163995

Property Type	Number	Word Mark
Registration Number:	5234801	RITZ PARIS
Registration Number:	2776036	RITZ PARIS
Registration Number:	5849146	THE RITZ KIDS
Registration Number:	4917261	MADAME RITZ
Registration Number:	4917260	MADEMOISELLE RITZ
Registration Number:	4917263	MONSIEUR RITZ
Serial Number:	90661753	PARIS RITZ HOTEL RITZ

CORRESPONDENCE DATA

Fax Number: 6503520699

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.

Email: rsRitzDocket@ReedSmith.com

Correspondent Name: REED SMITH LLP

Address Line 1: P.O. Box 488

Address Line 4: Pittsburgh, PENNSYLVANIA 15230

NAME OF SUBMITTER:	Taylor Grant
SIGNATURE:	/Taylor Grant/
DATE SIGNED:	08/23/2023

Total Attachments: 3

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TRADEMARK ASSIGNMENT

This Assignment ("Assignment") is made effective as of 18/09/2023 from **The Ritz Hotel, Limited** ("ASSIGNOR"), a Limited Company in the United Kingdom with a principal place of business at 20 Old Bailey, Third Floor, London, United Kingdom EC4M-7AN, to **Ritz Enterprise SA** ("ASSIGNEE"), a Limited Company in Switzerland with a principal place of business at rue du Rhône 42, 1204 Geneva, Switzerland.

WHEREAS, ASSIGNOR is the owner of the trademarks (the "Marks") as described in Exhibit A, attached hereto and incorporated by reference herein, together with the goodwill of the business symbolized thereby in connection with the goods and services on which the Marks are used ("the Products").

WHEREAS, ASSIGNEE has acquired the entire ongoing and existing business of ASSIGNOR relating to the Products bearing the Marks, including the portion of the business to which any identified trademarks are required to comply with Section 10 of the Trademark Act, 15 U.S.C. §1060; 37 C.F.R. §3.16.

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Marks and associated goodwill, and ASSIGNEE desires to accept all of ASSIGNOR's right, title and interest in and to the Marks and the associated goodwill.

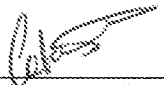
NOW, THEREFORE, in consideration of the payment of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Marks, together with (1) the goodwill of the business relating to the Products in respect upon which the Marks are used and for which they are registered: (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the Marks: and (3) all rights to sue for past, present and future infringements or misappropriations of the Marks.

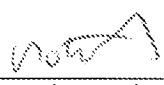
ASSIGNOR further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Marks.

IN WITNESS WHEREOF, ASSIGNOR has duly executed and delivered this Assignment, effective as of the day and year indicated above.

The Ritz Hotel, Limited (ASSIGNOR)

Ritz Enterprise SA (ASSIGNEE)


Name: Catherine STRATOUMANIS
Title: Head of Legal
Date: 18/09/2023


Name: Renaud SOTTERAND
Title: Authorized Signatory
Date: 31/09/2023

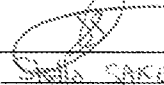
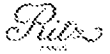



Name: Stelios SAKELLARIOU
Title: Authorized Signatory
Date: 31/09/2023

EXHIBIT A

TRADEMARKS

Mark	Country	Application No.	Application Date	Registration No.	Registration Date
RITZ ESCOFFIER	UNITED STATES	86/864,417	January 4, 2016	5,163,995	March 21, 2017
RITZ ESCOFFIER	UNITED STATES	87/378,252	March 20, 2017	5,306,392	October 10, 2017
RITZ	UNITED STATES	78/779,161	December 22, 2005	3,244,080	May 22, 2007
RITZ PARIS	UNITED STATES	88/216,335	December 4, 2018	5,843,079	August 27, 2019
RITZ PARIS	UNITED STATES	76/346,946	December 10, 2001	2,788,043	December 2, 2003
RITZ PARIS	UNITED STATES	76/346,847	December 10, 2001	2,723,442	June 10, 2003
RITZ PARIS	UNITED STATES	76/346,845	December 10, 2001	2,726,595	June 17, 2003
RITZ PARIS	UNITED STATES	76/346,841	December 10, 2001	2,723,441	June 10, 2003
RITZ PARIS	UNITED STATES	76/346,840	December 10, 2001	2,790,268	December 9, 2003
RITZ PARIS	UNITED STATES	76/346,843	December 10, 2001	2,706,448	April 15, 2003
RITZ PARIS	UNITED STATES	86/123,794	November 20, 2013	4,571,462	July 22, 2014
RITZ PARIS	UNITED STATES	86/744,107	September 1, 2015	5,216,036	June 6, 2017
RITZ PARIS	UNITED STATES	86/914,999	February 22, 2016	5,174,584	April 4, 2017
RITZ PARIS	UNITED STATES	86/918,041	February 24, 2016	5,225,973	June 20, 2017
RITZ PARIS	UNITED STATES	88/404,651	April 26, 2019	6,061,914	May 26, 2020
RITZ PARIS	UNITED STATES	88/431,806	May 15, 2019	6,062,055	May 26, 2020
RITZ PARIS	UNITED STATES	75/942,617	March 13, 2000	2,778,149	October 28, 2003
RITZ PARIS	UNITED STATES	78/291,147	August 22, 2003	3,991,688	July 12, 2011
RITZ PARIS (STYLIZED COLOR NEW) 	UNITED STATES	86/882,018	January 21, 2016	5,234,801	July 4, 2017
RITZ PARIS (STYLIZED) 	UNITED STATES	75/942,618	March 13, 2000	2,776,036	October 21, 2003
THE RITZ KIDS	UNITED STATES	88/190,620	November 12, 2018	5,849,146	September 3, 2019

Mark	Country	Application No.	Application Date	Registration No.	Registration Date
MADAME RITZ	UNITED STATES	86/497,178	January 7, 2015	4,917,261	March 15, 2016
MADemoiselle RITZ	UNITED STATES	86/497,159	January 7, 2015	4,917,260	March 15, 2016
MONSIEUR RITZ	UNITED STATES	86/497,376	January 7, 2015	4,917,263	March 15, 2016
PARIS RITZ HOTEL (STYLIZED AND/OR DESIGN INSIDE CREST) 	UNITED STATES	90/661,753	April 21, 2021		