

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                                  |  |   |                         |
|----------------------------------|--|---|-------------------------|
| <b>SUBMISSION TYPE:</b>          | NEW ASSIGNMENT   |   |                         |
| <b>NATURE OF CONVEYANCE:</b>     | ASSIGNS 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>      |
| JURA-CAPRESSO, INC.              |  | 05/02/2011                                      | CORPORATION: NEW JERSEY |
| <b>RECEIVING PARTY DATA</b>      |  |   |                         |
| <b>Name:</b>                     | JURA ELECTROAPPARATE AG  |   |                         |
| <b>Street Address:</b>           | KAFFEEWELTSTRASSE 10   |   |                         |
| <b>City:</b>                     | NIEDERBUCHSITEN  |   |                         |
| <b>State/Country:</b>            | SWITZERLAND  |   |                         |
| <b>Postal Code:</b>              | CH-4626  |   |                         |
| <b>Entity Type:</b>              | CORPORATION: SWITZERLAND   |   |                         |
| <b>PROPERTY NUMBERS Total: 2</b> |  |   |                         |
| <b>Property Type</b>             | <b>Number</b>  | <b>Word Mark</b>                                |                         |
| <b>Serial Number:</b>            | 85059222   | CAPRESSO EC100 PUMP ESPRESSO/CAPPUCCINO MACHINE |                         |
| <b>Registration Number:</b>      | 2899587  | CAPRESSO  |                         |
| <b>CORRESPONDENCE DATA</b>       |  |   |                         |
| <b>Fax Number:</b>               | (201)599-0179  |   |                         |
|                                  | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |   |                         |
| <b>Phone:</b>                    | 201-599-0588   |   |                         |
| <b>Email:</b>                    | NRISPOLI@JOELANDJOEL.COM   |   |                         |
| <b>Correspondent Name:</b>       | JOEL & JOEL, LLP   |   |                         |
| <b>Address Line 1:</b>           | 496 KINDERKAMACK ROAD  |   |                         |
| <b>Address Line 4:</b>           | ORADELL, NEW JERSEY 07649  |   |                         |
| <b>ATTORNEY DOCKET NUMBER:</b>   | CAPRESSO   |   |                         |
| <b>DOMESTIC REPRESENTATIVE</b>   |  |   |                         |
| <b>Name:</b>                     |  |   |                         |

OP \$65.00 85059222

**900191064**

**TRADEMARK  
 REEL: 004534 FRAME: 0563**

Address Line 1:  
Address Line 2:  
Address Line 3:  
Address Line 4:

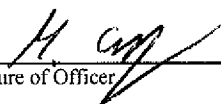
|  |                   |
|--|-------------------|
| NAME OF SUBMITTER:   | RICHARD A. JOEL   |
| Signature:   | /RICHARD A. JOEL/ |
| Date:  | 05/05/2011        |
| Total Attachments: 4<br>source=capresso_20110505120604#page1.tif<br>source=capresso_20110505120604#page2.tif<br>source=capresso_20110505120604#page3.tif<br>source=capresso_20110505120604#page4.tif |                   |

ASSIGNMENT OF TRADEMARK

Whereas, I/WE Jura-Capresso, Inc. of 81 Ruckman Road, Closter, NJ 07624, the Assignee of the trademark application for CAPRESSO EC100 PUMP ESPRESSO/CAPPUCCINO MACHINE™ TRADEMARK SERIAL NO. 85/059,222 and whereas, Jura-Capresso, Inc. is now the sole owner of said trademark application; and,

Whereas, JURA ELEKTROAPPARATE AG of CH-4626 Niederbuchsiten, Switzerland, whose post-office address is Kaffeeweltstrasse 10, is desirous of acquiring the entire right, title, goodwill and interest in the same;

Now, therefore, in consideration of the sum of Ten (\$10.00) Dollars, the receipt of which is hereby acknowledged, and other good and valuable considerations, Jura-Capresso, Inc., by these presents, does sell, assign, and transfer unto the said CAPRESSO EC100 PUMP ESPRESSO/CAPPUCCINO MACHINE™ TRADEMARK SERIAL NO. 85/059,222 the entire right, title, goodwill and interest in and to the said trademark application aforesaid; the same to be had and enjoyed by the said JURA ELEKTROAPPARATE AG, for its own use and behoove, and for its legal representatives and assigns, to the full end of the term for which said trademark application will be granted, as fully and entirely as the same would have been held by me and this assignment and sale not been made.

  
\_\_\_\_\_  
Signature of Officer

Executed this *End* day of *May*, 2011 at Closter, New Jersey

**AFFIDAVIT**

I certify that Jura-Capresso, Inc. is the owner of CAPRESSO EC100 PUMP ESPRESSO/CAPPUCCINO MACHINE™ TRADEMARK SERIAL NO. 85/059,222 and Jura-Capresso, Inc. has the legal right to assign the entire right, title, goodwill, and interest in and to said trademark application.

MICHAEL SCHLEY / DIRECTOR OF FINANCE  
Print Name & Title of Officer

M. Schley  
Signature of Officer

\_\_\_\_\_  
Corporate Seal

State of NJ )  
                  : ss.:  
County of BERGEN )

On this the 2<sup>nd</sup> day of MAY, 2011, before me, MICHAEL SCHLEY, the undersigned officer, personally appeared and who acknowledged himself to me to be the DIRECTOR OF FINANCE of Jura-Capresso, Inc., a corporation, and that he, as such MICHAEL SCHLEY, being authorized to do so, executed the foregoing instrument for the purposes therein contained, by signing the name of the corporation by himself as DIRECTOR OF FINANCE.

In witness whereof I hereunto set my hand and official seal.

JURA-CAPRESSO, INC.

BY: M. Schley

F. E. Siao  
NOTARY

FE E. SIAO  
NOTARY PUBLIC  
STATE OF NEW JERSEY  
MY COMMISSION EXPIRES FEB. 18, 2014  
I.D.# 2382489

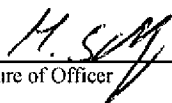
**TRADEMARK**  
**REEL: 004534 FRAME: 0566**

**ASSIGNMENT OF TRADEMARK**

Whereas, I/WE Jura Capresso, Inc. of 81 Ruckman Road, Closter, NJ 07624 the Assignee of the Registered Trademark of the United States for CAPRESSO® TRADEMARK REG. NO. 2,899,587 and whereas, Jura Capresso, Inc. is now the sole owner of said Registered Trademark; and,

Whereas, JURA ELEKTROAPPARATE AG of CH-4626 Niederbuchsiten, Switzerland, whose post-office address is Kaffeeweltstrasse 10, is desirous of acquiring the entire right, title, goodwill and interest in the same;

Now, therefore, in consideration of the sum of Ten (\$10.00) Dollars, the receipt of which is hereby acknowledged, and other good and valuable considerations, Jura Capresso, Inc., by these presents, does sell, assign, and transfer unto the said CAPRESSO® TRADEMARK REG. NO. 2,899,587 the entire right, title, goodwill and interest in and to the said Registered Trademark aforesaid; the same to be had and enjoyed by the said JURA ELEKTROAPPARATE AG, for its own use and behoove, and for its legal representatives and assigns, to the full end of the term for which said Registered Trademark was granted, as fully and entirely as the same would have been held by me and this assignment and sale not been made.

  
\_\_\_\_\_  
Signature of Officer

Executed this *End* day of *May*, 2011 at Closter, New Jersey

**AFFIDAVIT**

I certify that Jura Capresso, Inc. is the owner of CAPRESSO® TRADEMARK REG. NO. 2,899,587 and Jura Capresso, Inc. has the legal right to assign the entire right, title, goodwill, and interest in and to said Trademark.

MICHAEL SCHLEY / DIRECTOR OF FINANCE  
Print Name & Title of Officer

M. Schley  
Signature of Officer

\_\_\_\_\_  
Corporate Seal

State of NJ )  
                                  : ss.:  
County of BERGEN )

On this the 2<sup>nd</sup> day of May, 2011, before me, MICHAEL SCHLEY, the undersigned officer, personally appeared and who acknowledged himself to me to be the DIRECTOR OF FINANCE of Jura-Capresso, Inc., a corporation, and that he, as such MICHAEL SCHLEY, being authorized to do so, executed the foregoing instrument for the purposes therein contained, by signing the name of the corporation by himself as DIRECTOR OF FINANCE

In witness whereof I hereunto set my hand and official seal.

JURA-CAPRESSO, INC.

BY: M. Schley

F. E. Siao  
NOTARY



**TRADEMARK**  
**REEL: 004534 FRAME: 0568**