

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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

OP \$65.00 85059222

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**TRADEMARK
 REEL: 004536 FRAME: 0202**

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

NAME OF SUBMITTER:

RICHARD A. JOEL

Signature:

/RICHARD A. JOEL/

Date:

05/06/2011

Total Attachments: 4

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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 2nd 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

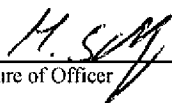
TRADEMARK
REEL: 004536 FRAME: 0205

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)

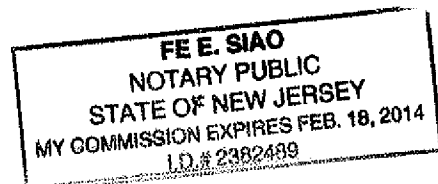
On this the 2nd day of May, 2011, before me, MICHAEL SCHLEY, the undersigned officer, personally appeared and who acknowledged himself to me to be the DIRECTOR OF FINANCE of Jura-Capresso, Inc., a corporation, and that he, as such MICHAEL SCHLEY, being authorized to do so, executed the foregoing instrument 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: 004536 FRAME: 0207