

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Saeco Strategic Services Ltd.		07/14/2011	CORPORATION: IRELAND
RECEIVING PARTY DATA			
Name:	Koninklijke Philips Electronics N.V.		
Street Address:	Groenewoudseweg 1		
City:	Eindhoven		
State/Country:	NETHERLANDS		
Postal Code:	5621 BA		
Entity Type:	a Netherlands Public Limited Company: NETHERLANDS		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1601916	SAECO	
Registration Number:	2877148	SAECO	
CORRESPONDENCE DATA			
Fax Number:	(914)333-9692		
Phone:	(914) 945-6000		
Email:	Kevin.Ecker@philips.com, Lillian.Drumheller@philips.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	KEVIN C. ECKER		
Address Line 1:	P.O. BOX 3001		
Address Line 2:	PHILIPS IP&S		
Address Line 4:	BRIARCLIFF MANOR, NEW YORK 10510-8001		
ATTORNEY DOCKET NUMBER:	SAECO & SAECO LOGO		
DOMESTIC REPRESENTATIVE			
Name:	KEVIN C. ECKER, SHERRY WOMACK AUSTIN		

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Address Line 1: P.O. BOX 3001
Address Line 2: PHILIPS IP&S
Address Line 4: BRIARCLIFF MANOR, NEW YORK 10510-8001

NAME OF SUBMITTER:	Kevin C. Ecker
Signature:	/kevin c. ecker/
Date:	12/16/2011
Total Attachments: 2 source=TM Assign SAECO SSL to KPENV#page1.tif source=TM Assign SAECO SSL to KPENV#page2.tif	

TRADEMARK ASSIGNMENT

WHEREAS Saeco Strategic Services Ltd., an Irish corporation, having its principal office at Unit 1E, Block 71, Park West, Business Park Nangor Road, Dublin 12, Ireland ("Assignor"), is the sole owner of the entire right, title and interest in U.S. trademark registrations listed in Exhibit A, attached hereto ("the Marks"); and

Whereas, Koninklijke Philips Electronics N.V., a Netherlands Public Limited Company, having its principal office at Groenewoudseweg 1, 5621 BA Eindhoven, The Netherlands ("Assignee"), is desirous of acquiring the entire right, title and interest in and to the said Marks, including the good will represented by the Marks;

NOW, THEREFORE, for [REDACTED] and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and set over unto the Assignee, its legal representatives, successors, and assigns, the entire right, title and interest in and to said Marks, together with the entire goodwill associated with and symbolized by the Marks, together with all common law rights, together with all rights and privileges granted and secured thereby, including the right to sue for all causes of action related to the Marks, and the right to sue in Assignee's own name and to recover for any damages and profits for past infringement, unfair competition or passing off, said rights to be held and enjoyed by said Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if this assignment and sale had not been made;

Assignor also hereby agrees with the said Assignee that Assignor will not execute any writing or do any act whatsoever conflicting with these covenants and agreements, and that it will, at any time upon request without further or additional consideration but at the expense of said Assignee, execute such additional assignments and other writing and do such additional acts as said Assignee may deem necessary or desirable to perfect, secure, record, and register said Assignee's enjoyment of this grant, it being understood that the foregoing covenant and agreement shall bind assigns and legal representatives of Assignor and inure to the benefit of the assigns and legal representatives of Assignee;

This assignment is effective *nunc pro tunc* (now as if before) as of 1-1-2011.

IN TESTIMONY WHEREOF, We have hereunto set our hands.

Saeco Strategic Services Ltd.

Date: July 14, 2011

By: 

Name: D.M. Damen

Title: Authorized Representative

EXHIBIT A

Trademark	U.S. Serial No. or Registration No.
SAECO	1601916
SAECO (logo)	2877148
XS	3516781
XSMALL	3516787
XELISIS	3822001

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