

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
Koninklijke Philips Electronics N.V.		09/19/2012	Limited Company: NETHERLANDS
RECEIVING PARTY DATA			
Name:	Koninklijke Douwe Egberts B.V.		
Street Address:	Oosterdoksstraat 80 1011 DK		
City:	Amsterdam		
State/Country:	NETHERLANDS		
Entity Type:	LIMITED LIABILITY COMPANY: NETHERLANDS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2851129	SENSEO	
CORRESPONDENCE DATA			
Fax Number:	2127758800		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
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Correspondent Name:	Jason M. Vogel or Tracie R. Siddiqui		
Address Line 1:	1114 Avenue of the Americas, Grace Bldg.		
Address Line 2:	Kilpatrick Townsend & Stockton LLP		
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ATTORNEY DOCKET NUMBER:	94793-848134		
DOMESTIC REPRESENTATIVE			
Name:	Jason M. Vogel		
Address Line 1:	1114 Avenue of the America, Grace Bldg.		

OP \$40.00 2851129

Address Line 2: Kilpatrick Townsend & Stockton LLP
Address Line 4: New York, NEW YORK 10036-7703

NAME OF SUBMITTER:	Tracie R. Siddiqui
Signature:	/Tracie R. Siddiqui/
Date:	03/27/2013
Total Attachments: 1 source=Assignment KPE to KDE#page1.tif	

ASSIGNMENT

WHEREAS, Koninklijke Philips Electronics N.V., a limited company of the Netherlands located at Groenewoudseweg 1, 5621 BA Eindhoven, Netherlands ("Assignor"), is the owner of the trademark SENSEO No. 2851129 (hereinafter, the "Trademark"); and

WHEREAS, Koninklijke Douwe Egberts B.V, a limited liability company of the Netherlands located at Oosterdoksstraat 80, 1011 DK Amsterdam, The Netherlands ("Assignee"), is desirous of acquiring the Trademark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademark and the identified applications and/or registrations therefor, and with all claims arising out of or relating to the use or ownership of the Trademark.

Koninklijke Philips Electronics N.V.

By: _____

Name: D.M. Damen

Title: Authorized Representative

Date of Signature: _____

19 September 2012