

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
Specialty Marketing Group Inc.		08/30/2013	CORPORATION: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	Atalanta Corporation		
Street Address:	One Atalanta Plaza		
City:	Elizabeth		
State/Country:	NEW JERSEY		
Postal Code:	07206		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86051177	PRIMIO D'ORO	
CORRESPONDENCE DATA			
Fax Number:	5168027008		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	516-802-7007		
Email:	dcamelo@levystopol.com		
Correspondent Name:	Dianne M. Camelo		
Address Line 1:	1425 RXR Plaza		
Address Line 4:	Uniondale, NEW YORK 11556-1425		
NAME OF SUBMITTER:	Dianne M. Camelo		
Signature:	/dianne m camelo/		
Date:	10/04/2013		
Total Attachments: 2 source=Primo d'Oro Trademark Assignment#page1.tif source=Primo d'Oro Trademark Assignment#page2.tif			

CH \$40.00 86051177

**TRADEMARK ASSIGNMENT**

**WHEREAS, SPECIALTY MARKETING GROUP INC.**, a Massachusetts corporation with offices at 30 Buckley Road, Stoughton, Massachusetts 02021 ("Assignor") has adopted and is using the words (and designs)

**PRIMIO d'ORO**

as a trademark (the "Trademark"); and

**WHEREAS**, said Assignor is the owner of the following application with the USPTO for the Trademark:

United States Patent and Trademark Office Application No. 86051177

and

**WHEREAS**, Atalanta Corporation ("Assignee"), a corporation organized under the laws of State of New York, with offices at One Atalanta Plaza, Elizabeth, New Jersey 07206 is desirous of acquiring the Trademark;

**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all its right, title and interest in and to said Trademark, including those specifically hereinbefore identified, the right to recover for past infringement of said Trademarks and the good will of the business in connection with which said Trademarks are used and which is symbolized by said Trademarks.

SPECIALTY MARKETING GROUP INC.

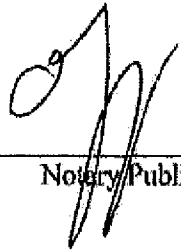
By: 

COMMONWEALTH OF MASSACHUSETTS )

ss.:

COUNTY OF Norfolk )

Before me personally appeared Nicholas Yebba, to me known to be the person described in and which executed the foregoing Assignment and that he signed his name thereto on the 40 day of August, 2013.

  
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Notary Public

