

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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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
Geir Berthelsen		09/27/2012	INDIVIDUAL: NORWAY

RECEIVING PARTY DATA

Name:	The World Institute of Slowness AS
Street Address:	Johan Årdegarde vei 11
City:	Kristiansand S
State/Country:	NORWAY
Postal Code:	4632
Entity Type:	aksjeselskap (as): NORWAY

PROPERTY NUMBERS Total: 15

Property Type	Number	Word Mark
Serial Number:	77895434	SLOWCHOCOLATE
Serial Number:	77767482	SLOWTRADE
Registration Number:	4049552	SLOWBEER
Registration Number:	4118816	SLOWBEVERAGES
Registration Number:	4049553	SLOWBREAD
Registration Number:	4045693	SLOWCHEESE
Registration Number:	4158131	SLOWCHIPS
Registration Number:	3952318	SLOWCOFFEE
Registration Number:	4118813	SLOWCOLA
Registration Number:	4132138	SLOWICECREAM
Registration Number:	4045702	SLOWJUICE
Registration Number:	4049551	SLOWLEMONADE
Registration Number:	4010030	SLOWTIME
Registration Number:	4118815	SLOWWATER

CH \$390.00 77895434

Registration Number:

4161561

SLOWWHISKY

CORRESPONDENCE DATA

Fax Number: 6509385200

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: (650) 988-8500

Email: trademarks@fenwick.com

Correspondent Name: Emily M. Gische, Esq.

Address Line 1: 801 California Street

Address Line 2: Silicon Valley Center

Address Line 4: Mountain View, CALIFORNIA 94041-1990

ATTORNEY DOCKET NUMBER:

29603-70026

DOMESTIC REPRESENTATIVE

Name: Sally M. Abel, Esq.

Address Line 1: 801 California Street

Address Line 4: Mountain View, CALIFORNIA 94041-1990

NAME OF SUBMITTER:

Emily M. Gische, Esq.

Signature:

/Emily Gische/

Date:

12/24/2013

Total Attachments: 4

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DEED OF ASSIGNMENT

This Assignment is made the 27 day of SEPTEMBER 2012

BETWEEN:

1. Geir Berthelsen of Johan Øydegards vei 11 Kristiansand S, Norway 4632 (the "Assignor"); and
2. The World Institute of Slowness AS of Johan Øydegards vei 11 Kristiansand S, Norway 4632 (the "Assignee")

WHEREAS:

- A. The Assignor is the registered proprietor of the marks as set out in the Schedule 1 to this agreement (the "Trade Marks").
- B. The parties have agreed upon the following assignment:

AGREED TERMS:

1. In consideration of the sum of £1 paid by the Assignee to the Assignor (the receipt of which the Assignor acknowledges) the Assignor assigns to the Assignee absolutely all property, right, title and interest in and to the Trade Marks together with the goodwill in the Trade Marks (but no other goodwill whatsoever) and together with all rights of action, powers and benefits belonging or accrued to the same including the right to claim and recover relief in respect of all infringements of the Trade Marks arising prior to the date hereof.
2. The Assignor will at the request of the Assignor execute and sign all such instruments, applications and documents and do all such other acts and things as may reasonably be required by the Assignee to give effect to the terms of this assignment and to ensure that the Trade Marks vests in the Assignee.
3. This Assignment is governed by and is to be construed in accordance with the laws of **England and Wales**.

IN WITNESS WHEREOF this assignment has been executed and delivered on the date first written above.

Executed on behalf of
ASSIGNOR

Geir Berthelsen

Geir Berthelsen

By:

Position: *Director*

Signature of Witness

[Handwritten Signature]

Witness Name: *STEVE WANE*

Witness Address:

.....

.....

Executed on behalf of
ASSIGNEE

Geir Berthelsen

The World Institute of Slowness AS.....

By:

Position: *Director*

Signature of Witness

[Handwritten Signature]

Witness Name: *STEVE WANE*

Witness Address:

.....

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Schedule 1

Pending Marks

Country	Trade Mark	Classes	Application Date	Application No.
United States of America	SLOWCHOCOLATE	29, 30	17 December 2009	77895434
India	SLOWCOFFEE	30	05 May 2010	1960900
United States of America	SLOWTRADE	30	24 June 2009	77767482

Registered Marks

Country	Trade Mark	Classes	Application Date	Application No.	Registration Date	Registration No.
United States of America	SLOWBEER	32	21 February 2008	77402617	1 November 2011	4049552
United States of America	SLOWBEVERAGES	32	21 February 2008	77402627	27 March 2012	4118816
Denmark	SlowBread	30	13 February 2009	VA 000455 2009	22 April 2009	VR 001172 2009
United States of America	SLOWBREAD	30	21 February 2008	77402653	1 November 2011	4049553
Denmark	SlowCheese	29	13 February 2009	VA 000453 2009	31 August 2009	VR 002550 2009
United States of America	SLOWCHEESE	29	7 February 2008	77390803	25 October 2011	4045693
Denmark	SlowChips	29	13 February 2009	VA 000450 2009	21 April 2009	VR 001156 2009
United States of America	SLOWCHIPS	29	20 March 2009	77695866	12 June 2012	4158131
China	SLOWCOFFEE	30	29 April 2010	8254131	07 May 2011	8254131
Denmark	SlowCoffee	30, 32, 33	22 May 2009	VA 001601 2009	01 July 2009	VR 001931 2009
United States of America	SLOWCOFFEE	30	21 February 2008	77981468	26 April 2011	3952318
United States of America	SLOWCOLA	32	5 February 2008	77388457	27 March 2012	4118813
United States of America	SLOWICECREAM	30	21 February 2008	77402680	24 April 2012	4132138
Denmark	SlowJuice	32	13 February	VA 000454	30 April 2009	VR 001250

			2009	2009		2009
United States of America	SLOWJUICE	32	21 February 2008	77402456	25 October 2011	4045702
United States of America	SLOWLEMONADE	32	21 February 2008	77402602	1 November 2011	4049551
United States of America	SLOWTIME	35	17 December 2009	77895462	9 August 2011	4010030
United States of America	SLOWWATER	32	21 February 2008	77402443	21 February 2008	4118815
United States of America	SLOWWHISKY	33	20 March 2009	77695842	19 June 2012	4161561