

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
	Jodi LoGerfo		01/23/2014
	David Orentreich		02/04/2014
RECEIVING PARTY DATA			
Name:	Ideation Unlimited, Inc.		
Street Address:	909 Fifth Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10021		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	3420108	CREME FRAICHE
CORRESPONDENCE DATA			
Fax Number:	5167424366		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	516-742-4343		
Email:	intprop@ssmp.com		
Correspondent Name:	Keith A. Weltsch		
Address Line 1:	400 Garden City Plaza		
Address Line 2:	Suite 300		
Address Line 4:	Garden City, NEW YORK 11530		
ATTORNEY DOCKET NUMBER:	2396/1027		
NAME OF SUBMITTER:	Keith A. Weltsch		
Signature:	/Keith A. Weltsch/		
Date:	02/11/2014		
Total Attachments: 1 source=Assignment#page1.tif			

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

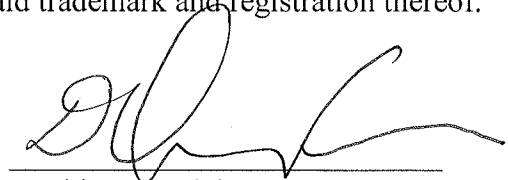
ASSIGNMENT

WHEREAS, Jodi LoGerfo, a United States citizen, with a business address of 909 Fifth Avenue, New York, NY 10021 and Dr. David Orentreich, a United States citizen, with a business address of 909 Fifth Avenue, New York, NY 10021 hereinbelow called "Assignors", own and have used the following trademark now registered in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Registration No.</u>	<u>Date of Registration</u>
Crème Fraiche	3,420,108	April 29, 2008

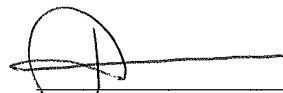
WHEREAS, Ideation Unlimited, Inc., a corporation organized and existing under and by virtue of the laws of New York, having a place of business at 909 Fifth Avenue, New York, NY 10021, hereinbelow called "Assignee" is desirous of acquiring such registered trademark.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, said Assignors have sold, assigned, transferred unto the said Assignee, its successor or assigns, the entire right, title, and interest in and to the said trademark, together with the goodwill of the business symbolized by said trademark and registration thereof.



David Orentreich

2/4/14
Date



Jodi LoGerfo

1/23/14
Date