

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM544872

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hochland Reich, Summer & Co.		06/03/2019	Corporation: GERMANY
RECEIVING PARTY DATA			
Name:	Hochland SE		
Street Address:	Kemptener Strasse 17		
City:	Heimenkirch		
State/Country:	GERMANY		
Postal Code:	88178		
Entity Type:	Societas Europae (Se): GERMANY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2246912	COURONNE	
CORRESPONDENCE DATA			
Fax Number:	2026288844		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	202-624-2500		
Email:	afield@crowell.com		
Correspondent Name:	CROWELL & MORING LLP		
Address Line 1:	P.O. BOX 14300		
Address Line 4:	WASHINGTON, D.C. 20044-4300		
ATTORNEY DOCKET NUMBER:	038863.11034US		
NAME OF SUBMITTER:	Jonathan M. Lindsay		
SIGNATURE:	/Jonathan Lindsay/		
DATE SIGNED:	10/11/2019		
Total Attachments: 1			
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U.S. TRADEMARK ASSIGNMENT

WHEREAS, Hochland Reich, Summer & Co., a German corporation, is the owner of the U.S. trademark COURONNE and the corresponding U.S. Registration No. 2,246,912 pertaining thereto ("the Mark");

WHEREAS, Hochland SE, a societas Europae of Germany, having an address of Kemptener Strasse 17, 88178 Heimenkirch, Germany ("ASSIGNEE"), wishes to acquire the entire right, title, and interest in and to the Mark, and any registrations and all rights of renewal thereof, together with the goodwill of the business associated with the use of and symbolized by the Mark;

NOW THEREFORE TO ALL WHOM IT MAY CONCERN: be it known that for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR has sold and assigned, and by these presents hereby sells and assigns, all right, title, and interest in and to the Mark, together with that portion of the goodwill of the business of ASSIGNOR associated with the use of and symbolized by the Mark, all common law rights in the Mark, and all causes of action, past, present, and future, for infringement of the Mark, unto ASSIGNEE. Said Mark and registration therefor are to be held and enjoyed by ASSIGNEE for its own use and for its successors, assigns, and other legal representatives, the same as would have been held and enjoyed by ASSIGNOR had this Assignment not been made.

IN WITNESS WHEREOF, ASSIGNOR and ASSIGNEE have caused this Assignment to be executed by their respective duly authorized representatives.

HOCHLAND REICH, SUMMER & CO.

By: [Signature]
Name: Claudia Reich Erwin Speiser
Title: - Management Board -
Date: 13-06-03

HOCHLAND SE

By: [Signature] [Signature]
Name: Thomas Brunner Peter Stahl
Title: CO MKT/Sales CEO
Date: 24.05.2013