

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM783564

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Simmental Switzerland AG		01/27/2023	Aktiengesellschaft (Ag): SWITZERLAND
RECEIVING PARTY DATA			
Name:	Migros-Genossenschafts-Bund		
Street Address:	Limmatstrasse 152		
City:	Zürich		
State/Country:	SWITZERLAND		
Postal Code:	CH-8005		
Entity Type:	Genossenschaft (Gen): SWITZERLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	88037062	SIMMENTAL SWITZERLAND	
CORRESPONDENCE DATA			
Fax Number:	2028037953		
<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) 888-2047		
Email:	docket@markerylaw.com, katrinahull@markerylaw.com, taratoth@markerylaw.com		
Correspondent Name:	Katrina G. Hull, Esq.		
Address Line 1:	P.O. Box 84150		
Address Line 4:	Gaithersburg, MARYLAND 20883-4150		
NAME OF SUBMITTER:	Katrina G. Hull		
SIGNATURE:	/katrinaghull/		
DATE SIGNED:	01/31/2023		
Total Attachments: 2			
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source=SIGNED~1#page2.tif			

OP \$40.00 88037062

TRADEMARK ASSIGNMENT

WHEREAS, Simmental Switzerland AG, ("Assignor"), a aktiengesellschaft of Switzerland, owns all right, title, and interest in and to the trademark application listed in **Exhibit A** (hereinafter the "Mark").

WHEREAS, Migros-Genossenschafts-Bund, ("Assignee"), a genossenschaft (gen) of Switzerland, having a principal place of business at Limmatstrasse 152, Zürich, Switzerland CH-8005 is desirous of acquiring Assignor's Mark.

NOW THEREFORE, for the receipt of one dollar (\$1) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor, intending to be legally bound, does hereby assign, transfer, grant, sell, and set over to Assignee: (a) Assignor's entire right, title, and interest in and to the Mark throughout the world, together with the goodwill of Assignor's business in connection with which the Mark is used, and (b) the full right to sue for past, present, or future infringement of the Mark, all of these rights to be held and enjoyed by Assignee, its successors and assigns, as fully as the same would have been held and enjoyed by Assignor. For the consideration aforesaid, Assignor will, upon request, and at Assignee's sole expense and at no expense to Assignor, execute additional lawful papers and generally do all other lawful acts reasonable and necessary to give effect to and record this Assignment.

IN WITNESS WHEREOF, Assignor has caused this instrument to be signed by its duly authorized representatives effective as of the 21 day of January, 2023.

Simmental Switzerland AG

By: _____

Name: Stephan Gaj ROLAND OBERHOLZER

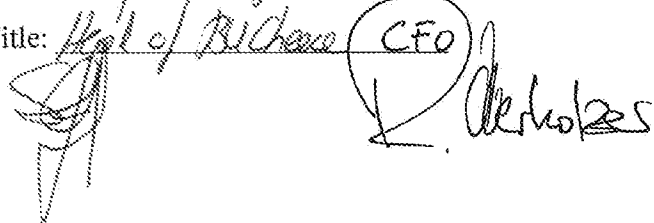
Title: Head of Business CFO


EXHIBIT A

MARK	CLASS(ES)	SERIAL NO.	FILING DATE	REGISTRATION NO.	REGISTRATION DATE
SIMMENTAL SWITZERLAND & Design	29	88037062	July 13, 2018	N/A	N/A