

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
Brewo Srl		07/01/2009	CORPORATION: ITALY
RECEIVING PARTY DATA			
Name:	Jarm Technologies S.A.		
Street Address:	Via Pioda, No. 5		
City:	Lugano		
State/Country:	SWITZERLAND		
Postal Code:	6901		
Entity Type:	CORPORATION: SWITZERLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78909874	CHALLENGE	
CORRESPONDENCE DATA			
Fax Number:	(212)588-0500		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212)588-0800		
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Correspondent Name:	Frommer Lawrence & Haug LLP		
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ATTORNEY DOCKET NUMBER:	680018-8001		
DOMESTIC REPRESENTATIVE			
Name:	Frommer Lawrence & Haug LLP		
Address Line 1:	745 Fifth Avenue		
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OP \$40.00 78909874

NAME OF SUBMITTER:	John R. Lane
Signature:	/John R. Lane/
Date:	07/13/2009
Total Attachments: 2 source=00673411#page1.tif source=00673411#page2.tif	

CHALLENGE

Application No.	Application Date	Mark
78/909,874	June 16, 2006	CHALLENGE

TRADEMARK ASSIGNMENT

WHEREAS, Brewo Srl, a company organized under the laws of Italy, with an address of Via Petracci, 13, Montignoso (MS), Italy 54038 (hereinafter referred to as "ASSIGNOR"), owns the above-listed US trademark application;

WHEREAS, the ASSIGNOR is assigning the marks in the above-identified applications as part of the entire business or portion thereof to which the marks pertain as required by 15 U.S.C. § 1060; and

WHEREAS, Jarm Technologies S.A. is a company organized under the laws of the state of Switzerland, with an address of Via Pioda, No. 5, Lugano, Switzerland 6901 (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring all interest in the above-identified trademark and trademark application therefore, together with all interest in the business to which the mark pertains;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the ASSIGNOR does hereby sell, assign, and transfer unto ASSIGNEE all of its rights, title, and interest in and to the trademark and the above-identified application therefor, together with the goodwill of the business connected with and symbolized by the trademark.

This assignment is effective as of 01 July 2009.

TM ASSN Brewo to Jarm (00669454)

CHALLENGE

ASSIGNOR

BREWO SRL

By: Alex Brauns

Name: ALEX BRAUNS

Dated: JULY 1st, 2009

TM ASSN Drawn to Item (00669434)