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U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

JUL 13 1998

To the Honorable Commissioner of

100768490

attached original documents or copy thereof.

1. Name of conveying party(ies):

Societe Des Produits Nestle SA

- ☐ Individual(s) ☐ Association  
☐ General Partnership ☐ Limited Partnership  
☐ Corporation-State  
☒ Other Switzerland Corporation

Additional name(s) of conveying party(ies) attached? ☒ Yes ☐ No

3. Nature of conveyance:

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Other

Execution Date: June 25, 1998

2. Name and address of receiving party(ies)

Name: The Bone Appetit Bakery

Internal Address:

Street Address: 4626 Dodge St.

City: Omaha State: NE ZIP: 68132

- ☐ Individual(s) citizenship  
☐ Association  
☐ General Partnership  
☐ Limited Partnership  
☐ Corporation-State  
☒ Other limited liability company

If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☐ No

(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached? ☐ Yes ☐ No

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

827,719

Additional numbers attached? ☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Denise C. Mazour

Internal Address:

Zarley, McKee, Thomte, Voorhees & Sease

Comm. Fed Tower Ste 1111

Street Address: 120 So. 72nd St.

City: Omaha State: NE ZIP: 68124

6. Total number of applications and registrations involved:

7. Total fee (37 CFR 3.41).....\$ 40.00

- ☐ Enclosed  
☐ Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Denise C. Mazour

Name of Person Signing

Denise C. Mazour  
Signature

7/8/98  
Date

Total number of pages including cover sheet, attachments, and document

TRADEMARK

ASSIGNMENT OF TRADEMARK

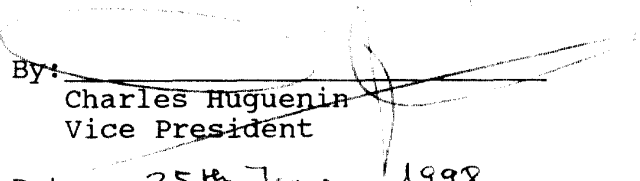
Assignor: SOCIETE DES PRODUITS NESTLE SA  
Assignee: THE BONE APPETIT BAKERY  
Registration No.: 827,719  
Mark: BONE APPETIT and Design

WHEREAS, SOCIETE DES PRODUITS NESTLE SA, whose address is Avenue Nestle 55 1800, Vevey, Switzerland, has adopted and used in its business the trademark BONE APPETIT and Design in connection with the sale of beef-hide products resembling a dog bone which is registered in the United States Patent and Trademark Office, Registration No. 827,719;

WHEREAS, THE BONE APPETIT BAKERY, having an address of 4626 Dodge Street, Omaha, Nebraska 68132 is desirous of acquiring the entire right, title and interest in and to said trademark and the registration thereof;

NOW, THEREFORE, in consideration of \$1.00 and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, SOCIETY DES PRODUITS NESTLE SA does hereby sell, assign, transfer and set over to THE BONE APPETIT BAKERY the entire right, title and interest in and to the trademark and the said registration thereof, together with the goodwill of the business symbolized by the trademark.

SOCIETE DES PRODUITS NESTLE SA

By:   
Charles Huguenin  
Vice President

Date: 25<sup>th</sup> June 1998

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