

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	Entity Type
CGL, LLC		09/13/2011	LIMITED LIABILITY COMPANY: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	Kraft Foods Global Brands LLC		
Street Address:	Three Lakes Drive		
Internal Address:	Law Department		
City:	Northfield		
State/Country:	ILLINOIS		
Postal Code:	60093		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3561585	TRUE	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	847-646-8657		
Email:	trademark@kraftfoods.com		
Correspondent Name:	Susan Frohling		
Address Line 1:	Three Lakes Drive		
Address Line 2:	Kraft Law Department		
Address Line 4:	Northfield, ILLINOIS 60093		
ATTORNEY DOCKET NUMBER:	66738/CHEESE		
NAME OF SUBMITTER:	Susan H. Frohling		

Signature:	/shf/
Date:	06/27/2012
Total Attachments: 1 source=TRUE assignment#page1.tif	

ASSIGNMENT OF TRADEMARK

Assignment made, effective as of September 13, 2011, by CGL, LLC, a
Massachusetts limited liability company, ~~P.O. Box 590313, Newton, MA 02459~~^{85 WYKHAM ROAD, WEST NEWTON, MA 02465}
("Assignor") to Kraft Foods Global Brands LLC, a Delaware limited liability company, 3
Lakes Drive, Northfield, Illinois 60093 ("Assignee").

Whereas Assignor has adopted and has used the trademark TRUE (the Mark),
and owns United States Trademark Registration No. 3,561,585 for the Mark (the
Registration); and

Whereas Assignor desires to assign its full right, title, and interest in the Mark,
the goodwill of the business symbolized by the Mark, and the Registration to Assignee;

Now, therefore, for good and valuable consideration, the receipt and sufficiency
of which are acknowledged, Assignor assigns to Assignee all of Assignor's right, title,
and interest in and to the Mark and the Registration, including any and all common law
rights in the Mark, together with the goodwill of the business symbolized by the Mark;
any rights that arise from the Registration; all causes of action, past and future, for
infringement of the Mark or other violations of the rights assigned hereunder; and all
rights to seek other registrations of the Mark in the United States Patent and Trademark
Office or elsewhere.

CGL - MMJ

By: ARON GRANT LEVENTHAL

Title: MANAGER

Date: September 13, 2011