

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM311199

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Conopco, Inc.		07/10/2014	CORPORATION: NEW YORK

## RECEIVING PARTY DATA

<b>Name:</b>	KSF Acquisition Corporation
<b>Street Address:</b>	3750 Investment Lane
<b>City:</b>	West Palm Beach
<b>State/Country:</b>	FLORIDA
<b>Postal Code:</b>	33404
<b>Entity Type:</b>	CORPORATION: DELAWARE

## PROPERTY NUMBERS Total: 15

Property Type	Number	Word Mark
<b>Registration Number:</b>	2416613	CAPPUCCINO DELIGHT
<b>Serial Number:</b>	86039153	GIMME SOME GREEK YOGHURT & HONEY, HONEY
<b>Serial Number:</b>	86039161	GREEK YOGHURT & STRAWBERRY SASSINESS
<b>Serial Number:</b>	86052455	HAVE YOUR CAKE
<b>Serial Number:</b>	85834216	SLIM FAST
<b>Registration Number:</b>	3945033	SLIM-FAST! 3-2-1
<b>Registration Number:</b>	2768781	SLIM-FAST
<b>Serial Number:</b>	86150800	SLIMBOX
<b>Serial Number:</b>	85968464	SLIMFAST
<b>Registration Number:</b>	2936919	SLIM-FAST
<b>Registration Number:</b>	1358816	SLIM-FAST
<b>Registration Number:</b>	1288616	SLIM-FAST
<b>Registration Number:</b>	1102508	SLIM-FAST
<b>Registration Number:</b>	2913870	SLIM-FAST OPTIMA
<b>Registration Number:</b>	2915210	SLIM-FAST OPTIMA

## CORRESPONDENCE DATA

Fax Number:

*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.*

Phone: 7137581105

TRADEMARK

**Email:** iptldocket@velaw.com  
**Correspondent Name:** W. Scott Brown  
**Address Line 1:** 1001 Fannin Street, Suite 2500  
**Address Line 4:** Houston, TEXAS 77002-6760

**ATTORNEY DOCKET NUMBER:** KAI458

**NAME OF SUBMITTER:** W. Scott Brown

**SIGNATURE:** /wsb/

**DATE SIGNED:** 07/18/2014

**Total Attachments: 7**

source=US Assignment#page1.tif  
source=US Assignment#page2.tif  
source=US Assignment#page3.tif  
source=US Assignment#page4.tif  
source=US Assignment#page5.tif  
source=US Assignment#page6.tif  
source=US Assignment#page7.tif

UNITED KINGDOM OF GREAT BRITAIN )  
CITY OF LONDON ENGLAND ) SS

I, **James Kerr MILLIGAN**, Notary Public of the City of London, England, by Royal Authority duly admitted and sworn, practising in the said City,

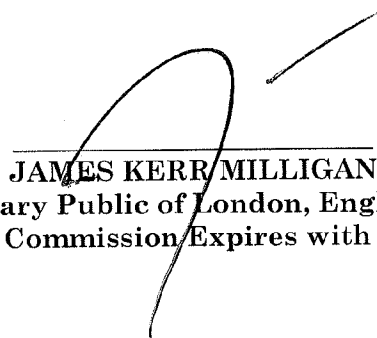
**DO HEREBY CERTIFY AND ATTEST:**

**THAT** the hereunto annexed Trademark Assignment has been signed for and on behalf of **CONOPCO, INC.**, the Assignor therein-named and described, by **Joseph SULLIVAN**, a British citizen, born on 31<sup>st</sup> May 1969, whose personal identity I, the Notary, attest, a duly appointed Attorney-in-Fact of the aforementioned Company.

**I FURTHER CERTIFY THAT** the said Company styled "**CONOPCO, INC.**" is a company duly incorporated and existing under the laws of New York, United States of America, with offices at **700 Sylvan Avenue, Englewood Cliffs, New Jersey 07632, United States of America;**

**AND THAT** the said **Joseph SULLIVAN** is duly authorised to sign the said annexed Trademark Assignment on behalf of the said **CONOPCO, INC.** under and by virtue of a Power of Attorney granted in his favour by such Company dated 18<sup>th</sup> December 2008, a copy of which has been produced to me, the undersigned Notary.

**IN TESTIMONY WHEREOF** I have hereunto set my hand and affixed my Seal of Office in the City of London aforesaid, this seventh day of July in the year Two thousand and fourteen.

  
\_\_\_\_\_  
**JAMES KERR MILLIGAN**  
Notary Public of London, England  
My Commission Expires with Life



**TRADEMARK ASSIGNMENT**

**THIS TRADEMARK ASSIGNMENT** (this "Assignment") is made and entered into as of 10 July, 2014 ("Effective Date") by and between **Conopco, Inc.**, a New York corporation, having a business address at 700 Sylvan Avenue, Englewood Cliffs, New Jersey, 07632, USA ("Assignor"), and **KSF Acquisition Corporation**, a company incorporated in the United States of America, having a place of business at 3750 Investment Lane, West Palm Beach, FL 33404, United States of America ("Assignee").

**WHEREAS**, Assignor and Kainos Capital LLP, an affiliate of the Assignee, are parties to a certain Asset Purchase Agreement, dated as of 10 July (the "Agreement"); and <sup>2014</sup>

**WHEREAS**, pursuant to the Agreement, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor, the trademark registrations and applications set forth on Schedule A attached hereto, in each case, together with the goodwill of the business associated therewith (collectively, the "Marks").

**NOW, THEREFORE**, in consideration of the sum of US\$10.00 and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee the entire right, title and interest in and to the Marks, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, together with all income, royalties or payments due or payable as of the Effective Date or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Marks, with the right to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

In the case of any conflict between the terms set out in this Assignment and the terms of the Agreement, the terms of the Agreement shall prevail.

Assignor hereby requests the Commissioner of Patents and Trademarks to record Assignee as the assignee and owner of the Marks.

\* \* \* \* \*

UNITED STATES

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

CONOPCO, INC.



Name: Joseph Sullivan  
Title: Authorized Signatory

KSF ACQUISITION CORPORATION

\_\_\_\_\_  
Name: \_\_\_\_\_

Title: \_\_\_\_\_

STATE OF \_\_\_\_\_ §

COUNTY OF \_\_\_\_\_ §


BEFORE ME, the undersigned authority, on this \_\_\_\_ day of \_\_\_\_\_, 2014, personally appeared \_\_\_\_\_, known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that he is authorized to sign the foregoing instrument and executed the same of his own free will for the purposes and consideration therein expressed.

[SEAL]

\_\_\_\_\_  
Notary Public

UNITED STATES

SCHEDULE A

Country	Trademark	TM Logo	Classes	Application No	Registration No	Status	Next Renewal Due	Registered Proprietor
United States of America	CAPPUCCINO DELIGHT		5	75979832	2416613	Registered	26 Nov 2020	Conopco, Inc.
Classes	<i>Goods/Services</i> Meal replacement products in liquid form.							
United States of America	GIMME SOME GREEK YOGHURT & HONEY, HONEY		29	86039153		Pending		Conopco, Inc.
Classes	<i>Goods/Services</i> Greek yoghurt snack bars.							
United States of America	GREEK YOGHURT & STRAWBERRY SASSINESS		29	86039161		Pending		Conopco, Inc.
Classes	<i>Goods/Services</i> Greek yoghurt snack bars.							
United States of America	HAVE YOUR CAKE		30	86052455		Pending		Conopco, Inc.
Classes	<i>Goods/Services</i> Meal bars.							
United States of America	SLIM FAST (STYLISED) & DESIGN		5, 29, 30, 44	85834216		Pending		Conopco, Inc.
Classes	<i>Goods/Services</i> Dietetic foods, namely, meal replacement bars, ready to drink meal replacement shakes, premixed liquid meal replacement adapted for medical use; nutritional supplements; nutritional and dietetic products adapted for medical use for figure and weight control, namely, meal and food replacements in powder and liquid form for medical purposes, also intended for children; packets with nutritional and dietetic products being the main ingredients, namely, meal and food replacements in powdered and liquid form for medical purposes; meal replacement drinks for medical purposes; meal replacement bars for medical purposes; dietary meal replacement nutritional bars for medical purposes, and instant pudding meal replacement mix for medical purposes; beverage powder meal replacement mix for medical purposes;							

UNITED STATES

29 protein food supplement; ready to drink replacement shakes for medical purposes, nutritional supplemental formed and packaged as bars containing cereals, nuts, fruits, cocoa or chocolate

29 Milk based beverages and preparations and powders for making them; preparations and powders for making soups

30 Tea; flour and preparations made from cereal, namely, cereal bars, cereal based snack foods, cereal based energy bars not for meal replacement; bread, pastries and confectionery, namely, snack foods, confectionery made of sugar, frozen confectionery, yogurt covered nuts; snacks, namely, cereal based snack foods, granola snacks, snack cakes, chocolate based snack foods, corn based snack foods, grain based snack foods, puffed corn snacks and snack bars, namely, chocolate bars with milk protein or whey protein, cereal bars, high protein cereal bars, granola based snack bars, cereal based energy bars not for use as a meal replacement, chocolate based ready to eat food bars, grain based food bars also containing peanuts, nuts, peanut butter, chocolate, dried fruits; beverages with coffee, cocoa or chocolate base; confectionery, namely, snack foods, namely, chocolate


44 Providing information and advice in the field of weight management; providing information and advice in the fields of nutrition and health

United States of America SLIM FAST! 3-2-1 5, 44 77751208 3945033 Registered 12 Apr 2021 Conopco, Inc.

Classes Goods/Services

5 Meal replacement drinks; meal replacement bars.

44 Providing information and advice in the field of weight management; providing information and advice in the fields of nutrition and health.

United States of America SLIM-FAST (STYLISED) & DESIGN  30 76369420 2768781 Registered 30 Sep 2023 Conopco, Inc.

Classes Goods/Services

30 Chocolate bars with milk protein and/or whey protein.

United States of America SLIMBOX 30 86150800 Pending Conopco, Inc.

Classes Goods/Services

30 Meal bars, snack bars, nutrition bars containing cereals, nuts, fruits, cocoa or chocolate.

United States of America SLIMFAST 5, 29, 30, 44 85968464 Pending Conopco, Inc.

Classes Goods/Services

5 Dietetic substances adapted for medical use; nutritional supplements; nutritional and dietetic products adapted for medical use for figure and weight control, including meal and food replacements in powder and liquid form, also intended for children; packets with nutritional and dietetic products being the

UNITED STATES

main ingredients; meal replacement drinks; meal replacement bars; dietary mean replacement nutritional bars, and instant pudding meal replacement mix; beverage powder meal replacement mix; protein food supplement; ready to drink replacement shakes.

29 Milk based beverages and preparations and powders for making them; preparations and powders for making soups.

30 Tea; flour and preparations made from cereals; bread, pastries and confectionery; snacks and crunchbars; beverages with coffee, cocoa or chocolate base; confectionery; nutrition bars containing cereals, nuts, fruits, cocoa or chocolate.

44 Providing information and advice in the field of weight management; providing information and advice in the fields of nutrition and health.

---

United States of America	SLIM-FAST	5	78234098	2936919	Registered	29 Mar 2015	Conopco, Inc.
Classes	<i>Goods/Services</i>						
5	Meal replacement bars						

---

United States of America	SLIM-FAST	5	73523212	1358816	Registered	10 Sep 2015	Conopco, Inc.
Classes	<i>Goods/Services</i>						
5	DIETARY MEAL REPLACEMENT NUTRITIONAL BARS, AND INSTANT PUDDING MEAL REPLACEMENT MIX						

---

United States of America	SLIM-FAST	5	73435336	1288616	Registered	7 Aug 2014	Conopco, Inc.
Classes	<i>Goods/Services</i>						
5	Beverage Powder Meal Replacement Mix						

---

United States of America	SLIM-FAST	5	73162581	1102508	Registered	19 Sep 2018	Conopco, Inc.
Classes	<i>Goods/Services</i>						
5	PROTEIN FOOD SUPPLEMENT						

---

United States of America	SLIM-FAST OPTIMA	5	78234078	2913870	Registered	21 Dec 2014	Conopco, Inc.
Classes	<i>Goods/Services</i>						
5	Ready to drink meal replacement shakes.						

---

United States of America	SLIM-FAST OPTIMA	5	78238326	2915210	Registered	28 Dec 2014	Conopco, Inc.
Classes	<i>Goods/Services</i>						



**UNITED STATES**

**Meal replacement bars.**