

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM313741

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Nutrijoy, Inc.		08/11/2014	CORPORATION: KANSAS
RECEIVING PARTY DATA			
Name:	Good Food, LLC		
Street Address:	615 Hampton Drive, Unit A201		
City:	Venice		
State/Country:	CALIFORNIA		
Postal Code:	90291		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78137151	GOODBITES	
CORRESPONDENCE DATA			
Fax Number:	4159848300		
<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:	4159848200		
Email:	sftrademarks@nixonpeabody.com		
Correspondent Name:	Marlene J. Williams		
Address Line 1:	P.O. Box 26769		
Address Line 4:	San Francisco, CALIFORNIA 94126		
ATTORNEY DOCKET NUMBER:	068277-04		
NAME OF SUBMITTER:	Marlene J. Williams		
SIGNATURE:	/mjw/		
DATE SIGNED:	08/12/2014		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

WHEREAS, **Nutrijoy, Inc.**, a Kansas corporation having its principal place of business at 2005 Research Park Circle, Manhattan, Kansas 66502 ("Assignor"), is the owner of the mark GOODBITES, U.S. Reg. No. 3,382,661, registered February 12, 2008 (the "Mark"); and

WHEREAS, **Good Food, LLC**, a Delaware limited liability company having an entity address of 615 Hampton Drive, Unit A201 Venice California 90291 ("Assignee"), is desirous of acquiring said mark, and the registration thereof.

NOW THEREFOR, for good and valuable consideration, the receipt and sufficiency of which are hereby conclusively acknowledged, in connection with the transfer of assets to which the marks pertain, effective August 11, 2014, Assignor does hereby sell, assign, transfer and set over to Assignee all its right, title and interest in, to and under the Mark and applications or registrations therefor, together with the goodwill of the business symbolized by the Mark, together with all rights and privileges granted and secured thereby, including the right to sue and recover for any past infringement, said rights to be held and enjoyed by Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by assignor if this assignment and sale had not been made.

IN WITNESS WHEREOF, Assignor has caused this Agreement to be executed by its respective duly authorized representatives as set forth below.

NUTRIJOY, INC.

By: *Robert S. Krause*

Name: *Robert S. Krause*

Title: *President and CEO of NutriJoy, Inc.*