

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM318818

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Gestion Premiere Moisson Inc.		08/08/2014	CORPORATION: CANADA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Groupe Premiere Moisson Inc.		
<b>Street Address:</b>	7151 Jean-Talon Street East		
<b>Internal Address:</b>	4th Floor		
<b>City:</b>	Montreal (Anjou) Quebec		
<b>State/Country:</b>	CANADA		
<b>Postal Code:</b>	H1M 3N8		
<b>Entity Type:</b>	CORPORATION: CANADA		
<b>PROPERTY NUMBERS Total: 10</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85949824	189 HARWOOD	
<b>Serial Number:</b>	86109046	TRULY AUTHENTIC	
<b>Registration Number:</b>	3519161	BOULANGERIE PREMIERE MOISSON	
<b>Registration Number:</b>	2486492	BOULANGERIE PREMIERE MOISSON	
<b>Registration Number:</b>	3770795	L'ART DU VRAI	
<b>Registration Number:</b>	4303520	P	
<b>Registration Number:</b>	4303519	P PREMIÈRE MOISSON	
<b>Registration Number:</b>	3717287	PREMIÈRE MOISSON	
<b>Registration Number:</b>	2474771	PREMIERE MOISSON	
<b>Registration Number:</b>	3322076	TRULY AUTHENTIC	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7039203399		
<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>			
<b>Phone:</b>	703-920-1122		
<b>Email:</b>	mail@iplawsolutions.com		
<b>Correspondent Name:</b>	Stewart Gitler		
<b>Address Line 1:</b>	2000 Duke Street		
<b>Address Line 2:</b>	Suite 100		
<b>Address Line 4:</b>	Alexandria, VIRGINIA 22314		
		<b>TRADEMARK</b>	

OP \$265.00 85949824

<b>ATTORNEY DOCKET NUMBER:</b>	S-14065
<b>DOMESTIC REPRESENTATIVE</b>	
<b>Name:</b>	Stewart L Gitler
<b>Address Line 1:</b>	2000 Duke Street
<b>Address Line 2:</b>	Suite 100
<b>Address Line 4:</b>	Alexandria, VIRGINIA 22314
<b>NAME OF SUBMITTER:</b>	Stewart L Gitler
<b>SIGNATURE:</b>	/Stewart L Gitler/
<b>DATE SIGNED:</b>	10/02/2014
<b>Total Attachments: 2</b> source=Assignment GPM Inc#page1.tif source=Assignment GPM Inc#page2.tif	

**ASSIGNMENT OF TRADE-MARKS**

**WHEREAS** Gestion Première Moisson Inc. (hereinafter the “Assignor”) whose principal place of business is at 189, boulevard Harwood, Vaudreuil-Dorion, Quebec, J7V 1Y3, Canada, is the owner of the trade-marks listed herewith at Annex A (hereinafter the “Trade-marks”); and

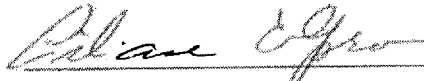
**WHEREAS** Groupe Première Moisson Inc. (hereinafter the “Assignee”), whose principal place of business is at 7151, Jean-Talon Street East, 4<sup>th</sup> Floor, Montreal (Anjou), Quebec, H1M 3N8, Canada, wishes to acquire the Trade-marks.

**NOW THEREFORE, THESE PRESENTS WITNESSETH THAT:**

In consideration of the sum of one dollar (\$1.00) and for other good and valuable consideration, the receipt and sufficiency whereof is hereby acknowledged, the Assignor does hereby assign and transfer unto the Assignee, all its rights, title and interest in and to the Trade-marks, together with the goodwill attached thereto as well as the right to sue for past infringement, the whole without restrictions of any kind, the Assignee accepting same.

**EXECUTED** at Montreal, Quebec, as of the 8<sup>th</sup> day of August 2014.

**Gestion Première Moisson Inc.**

By:   
Name: Liliane Colpron  
Title: Présidente

**Groupe Première Moisson Inc.**

By:   
Name: Simon Rivest  
Title: Président et secrétaire

## ANNEX A

Trademark	Jurisdiction	Application Number	Registration Number
BOULANGERIE PREMIÈRE MOISSON & DESIGN	Brazil	825248450	825248450
L'ART DU VRAI	Brazil	825246830	825246830
L'ART DU VRAI	Brazil	825246822	825246822
L'ART DU VRAI	Brazil	825248469	825248469
L'ART DU VRAI	Brazil	825246814	825246814
PREMIÈRE MOISSON	Brazil	825248477	825248477
189 HARWOOD	Canada	1629197	
BAKERY FIRST HARVEST	Canada	1191470	LMC626871
BAKERY PREMIÈRE MOISSON & DESSIN	Canada	1192762	LMC627045
BOULANGERIE PREMIÈRE MOISSON & DESSIN	Canada	0765703	LMC450261
COCOA BEANS & DESSIN	Canada	1232305	LMC660423
DESSIN D'UN HOMME	Canada	1108342	LMC590372
L'ART DU VRAI	Canada	1036214	LMC553225
P & DESSIN	Canada	1500027	LCM823762
P PREMIERE MOISSON & DESSIN	Canada	1500026	LCM823763
PREMIÈRE MOISSON	Canada	0702963	LMC419822
PREMIÈRE MOISSON & DESSIN	Canada	0877178	LMC518127
PREMIÈRE MOISSON & DESSIN	Canada	0877179	LMC518535
PREMIÈRE MOISSON & DESSIN	Canada	1232303	LMC661821
PREMIÈRE MOISSON CAFÉ	Canada	1201211	LMC627029
PREMIÈRE MOISSON EXPRESS	Canada	1079617	LMC590991
PREMIÈRE MOISSON EXPRESS & DESSIN	Canada	1190494	LMC626937
TRULY AUTHENTIC	Canada	1210178	LMC685812
BOULANGERIE PREMIÈRE MOISSON & DESSIN	France	98737530	98737530
CHOCOLAT PREMIÈRE MOISSON CHOCOLATE	France	043322764	043322764
COCOA BEANS DESSIN	France	043322763	043322763
L'ART DU VRAI	France	003003937	003003937
MAN DESSIN	France	013110073	013110073
P & DESSIN	France	113824523	113824523
P PREMIERE MOISSON & DESSIN	France	113824525	113824525
PREMIÈRE MOISSON	France	98737531	98737531
PREMIÈRE MOISSON & DESSIN	France	96630613	96630613
PREMIÈRE MOISSON CAFÉ	France	043274961	043274961
189 HARWOOD	United States	85/949,824	
BOULANGERIE PREMIERE MOISSON & DESIGN	United States	77/277869	3519161
BOULANGERIE PREMIÈRE MOISSON & DESIGN	United States	75/498681	2486492
L'ART DU VRAI	United States	77/806584	3770795
P & DESIGN	United States	85/297,340	4303520
P PREMIERE MOISSON & DESIGN	United States	85/297,335	4303519
PREMIERE MOISSON	United States	77/277813	3717287
PREMIÈRE MOISSON	United States	75/498683	2474771
TRULY AUTHENTIC	United States	76/581227	3322076
TRULY AUTHENTIC	United States	86/109,046	