

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM319325



SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Reser's Fine Foods, Inc.		10/02/2014	CORPORATION: OREGON
RECEIVING PARTY DATA			
Name:	Lipari Foods Operating Company, LLC		
Street Address:	26661 Bunert Road		
City:	Warren		
State/Country:	MICHIGAN		
Postal Code:	48089		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1598796	BERNEA FARMS	
Registration Number:	3443419	RENO'S	
CORRESPONDENCE DATA			
Fax Number:	2486894071		
<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:	248-689-3500		
Email:	wilson@reising.com		
Correspondent Name:	James D. Stevens		
Address Line 1:	P.O. Box 4390		
Address Line 4:	Troy, MICHIGAN 48099-4390		
ATTORNEY DOCKET NUMBER:	7663-3048-1, 7663-3049-1		
NAME OF SUBMITTER:	James D. Stevens, Reg. No. 35691		
SIGNATURE:	/James D. Stevens/		
DATE SIGNED:	10/07/2014		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

This Assignment is entered into in conjunction with the Purchase and Supply Agreement by and between Reser's Fine Foods, Inc. ("ASSIGNOR") and Lipari Foods Operating Company, LLC ("ASSIGNEE") dated effective September 30, 2014 (the "PSA"), and is effective immediately.

WHEREAS, ASSIGNOR has adopted, used, is using, and is the owner of the trademarks BERNEA FARMS, RENO's, and MY PREMIER (the "Marks"), including the following trademark registrations thereof:

Trademark	USPTO Reg. No.	Date of Registration
BERNEA FARMS	1,598,796	May 29, 1990
	3,443,419	June 10, 2008
RENO'S		
	None	None
MY PREMIER		

WHEREAS, ASSIGNEE is desirous of acquiring the Marks, together with the goodwill associated with the Marks and the business symbolized by the Marks and registrations thereof.

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Marks.


NOW, THEREFORE, based on the foregoing premises and the consideration set forth in the PSA, ASSIGNOR hereby conveys, transfers, assigns, and delivers to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Marks and all registrations of the Marks, together with the goodwill associated with the Marks and the business symbolized by the Marks and registrations thereof.

ASSIGNOR further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing,

completing, or vesting in ASSIGNEE full right, title, and interest in the Marks, including any actions necessary for maintaining or obtaining trademark registrations thereof.

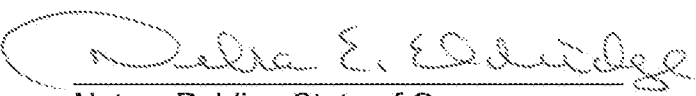
IN WITNESS WHEREOF, ASSIGNOR has duly executed under seal and delivered this Assignment, as of the day and year first above written.

RESER'S FINE FOODS, INC.


By: Paul Leavy, CFO

State of Oregon)
County of Washington) SS

On this 2nd day of October, 2014, Paul Leavy, as CFO of Reser's Fine Foods, Inc., appeared before me and acknowledged this instrument as his free and voluntary act.


Notary Public - State of Oregon

