

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM328342

|   |  |                        |                         |
|---|--|------------------------|-------------------------|
| <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>      |
| Newman's Own Organics -<br>The Second Generation, Inc.  |  | 01/01/2015             | CORPORATION: CALIFORNIA |
| <b>RECEIVING PARTY DATA</b>   |  |                        |                         |
| <b>Name:</b>  | Newman's Own, Inc.                                 |                        |                         |
| <b>Street Address:</b>  | 246 Post Road East                                 |                        |                         |
| <b>City:</b>  | Westport   |                        |                         |
| <b>State/Country:</b>   | CONNECTICUT  |                        |                         |
| <b>Postal Code:</b>   | 06880  |                        |                         |
| <b>Entity Type:</b>   | CORPORATION: CONNECTICUT                           |                        |                         |
| <b>PROPERTY NUMBERS Total: 6</b>  |  |                        |                         |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>       |                         |
| <b>Serial Number:</b>   | 85799434   | MERRI-O'S              |                         |
| <b>Serial Number:</b>   | 85799457   | MERRY-O'S              |                         |
| <b>Serial Number:</b>   | 85874356   | SMIRKS                 |                         |
| <b>Serial Number:</b>   | 85420279   | GOOD MANNERS           |                         |
| <b>Serial Number:</b>   | 85420266   | BRIBES                 |                         |
| <b>Serial Number:</b>   | 86020314   | THE ORGANIC GENERATION |                         |
| <b>CORRESPONDENCE DATA</b>  |  |                        |                         |
| <b>Fax Number:</b>  | 8602758299   |                        |                         |
| <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>   | 860-275-8285                                       |                        |                         |
| <b>Email:</b>   | jscheib@rc.com                                     |                        |                         |
| <b>Correspondent Name:</b>  | Jacqueline P. Scheib                               |                        |                         |
| <b>Address Line 1:</b>  | 280 Trumbull Street                                |                        |                         |
| <b>Address Line 2:</b>  | Robinson & Cole LLP                                |                        |                         |
| <b>Address Line 4:</b>  | Hartford, CONNECTICUT 06103                        |                        |                         |
| <b>NAME OF SUBMITTER:</b>   | Jacqueline P. Scheib                               |                        |                         |
| <b>SIGNATURE:</b>   | /Jacqueline P. Scheib/                             |                        |                         |
| <b>DATE SIGNED:</b>   | 01/08/2015   |                        |                         |

OP \$165.00 85799434

**Total Attachments: 2**

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## CONFIRMATORY TRADEMARK ASSIGNMENT

This Confirmatory Trademark Assignment is made as of the date signed below between Newman's Own Organics - The Second Generation, Inc., a California corporation located at 7010 Soquel Drive, Suite 700, Aptos, California, 95003 (the "Assignor") and Newman's Own, Inc., a Connecticut corporation located at 246 Post Road East, Westport, Connecticut, 06880 (the "Assignee").

WHEREAS by separate instruments, Assignor sold, conveyed, assigned, transferred, and delivered effective January 1, 2015 all of its right, title, and interest in and to certain business assets and Intellectual Property (as defined in the Asset Purchase Agreement between the parties), including, but not limited to, the pending U.S. trademark applications for the following marks: THE ORGANIC GENERATION (Serial No. 86/020,314), SMIRKS (Serial No. 85/874,356), MERRI-O'S (Serial No. 85/799,434), MERRY-O's (Serial No. 85/799,457), BRIBES (Serial No. 85/420,266), and GOOD MANNERS (Serial No. 85/420,279), and the goodwill associated with such marks (the "Marks"); and

WHEREAS this assignment document is being executed to confirm in writing the earlier transfer of the Marks.

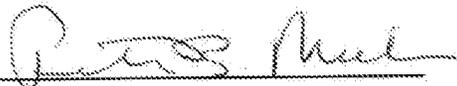
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby confirms having sold, conveyed, assigned, transferred, and delivered to Assignee effective January 1, 2015 the Assignor's right, title, and interest in, to, and under the Marks, including all of the goodwill associated with the Marks, business assets associated with the Marks, and all rights of action and remedies for past, present, and future infringements of the Marks.

Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States to record Assignee as the owner of Application Serial Nos. 86/020,314, 85/874,356, 85/799,434, 85/799,457, 85/420,266, and 85/420,279, and to issue to Assignee the trademark registrations and any renewals of the registration of such Marks.

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IN WITNESS WHEREOF, the parties hereto have executed this Confirmatory Trademark Assignment effective as of the date set forth below.

NEWMAN'S OWN ORGANICS —  
THE SECOND GENERATION, INC.

By: 

Name: Peter Meehan

Title: CEO

Date: 1-1-15

*[Signature page to Confirmatory Trademark Assignment]*