

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM338726

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER AND CHANGE OF NAME
EFFECTIVE DATE:	03/18/2015

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Apure Foods Company		03/18/2015	CORPORATION: DELAWARE

NEWLY MERGED ENTITY DATA

Name	Execution Date	Entity Type
KRAVE Pure Foods, Inc.	03/18/2015	CORPORATION: DELAWARE

MERGED ENTITY'S NEW NAME (RECEIVING PARTY)

Name:	KRAVE Pure Foods, Inc.
Street Address:	117 W. Napa Street
Internal Address:	Suite C
City:	Sonoma
State/Country:	CALIFORNIA
Postal Code:	95476
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Serial Number:	85885098	COCOA SMART
Serial Number:	85884000	COCOASMART
Serial Number:	85857411	SMART COCO

CORRESPONDENCE DATA

Fax Number: 3034677997

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: 303-463-6550 x12

Email: trademarks@hersheys.com

Correspondent Name: William J. Morris III

Address Line 1: 4860 Robb Street

Address Line 2: Suite 204

Address Line 4: Wheat Ridge, COLORADO 80033

NAME OF SUBMITTER:	Diane R. Kamp
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TRADEMARK

SIGNATURE:	/Diane R. Kamp/
DATE SIGNED:	04/20/2015
Total Attachments: 4 source=Mergeer Documents Apure into KRAVE Pure Foods#page1.tif source=Mergeer Documents Apure into KRAVE Pure Foods#page2.tif source=Mergeer Documents Apure into KRAVE Pure Foods#page3.tif source=Mergeer Documents Apure into KRAVE Pure Foods#page4.tif	

Delaware

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The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF MERGER, WHICH MERGES:

"APURE FOODS COMPANY", A DELAWARE CORPORATION,

WITH AND INTO "KRAVE PURE FOODS, INC." UNDER THE NAME OF "KRAVE PURE FOODS, INC.", A CORPORATION ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE THE EIGHTEENTH DAY OF MARCH, A.D. 2015, AT 9:59 O'CLOCK A.M.

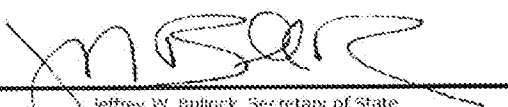
A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

5256724 8100M

150372702

You may verify this certificate online
at corp.delaware.gov/authver.shtml




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 2209730

DATE: 03-18-15

TRADEMARK
REEL: 005500 FRAME: 0738

CERTIFICATE OF MERGER

MERGING

APURE FOODS COMPANY

WITH AND INTO

KRAVE PURE FOODS, INC.

March 18, 2015

Pursuant to Section 251 of the General Corporation Law of the State of Delaware (the "DGCL"), Krave Pure Foods, Inc. a Delaware corporation ("Krave"), does hereby certify the following information in connection with the merger of Apure Foods Company, a Delaware corporation organized and existing under and by virtue of the General Corporation Law of Delaware ("Apure"), with and into Krave (the "Merger"):

FIRST: The name and state of incorporation of each of the constituent corporations to the Merger (the "Constituent Corporations") is as follows:

<u>Name</u>	<u>State of Incorporation</u>
Apure Foods Company	Delaware
Krave Pure Foods, Inc.	Delaware

SECOND: That an Agreement and Plan of Merger dated as of January 13, 2015 (the "Merger Agreement") by and among The Hershey Company, a Delaware corporation, Apure, Krave and ACG Jerky LLC, a Delaware limited liability company, as the Stockholders Representative, has been approved, adopted, certified, executed and acknowledged by each of the Constituent Corporations in accordance with Sections 251 and 228 of the DGCL.

THIRD: That the name of the surviving corporation in the Merger (the "Surviving Corporation") shall be Krave Pure Foods, Inc.

FOURTH: That, pursuant to the Merger Agreement at the effective time of the Merger, the Third Amended and Restated Certificate of Incorporation of the Surviving Corporation, shall be amended and restated in its entirety to read as set forth on Exhibit A hereto and, as so amended and restated, shall be the Fourth Amended and Restated Certificate of Incorporation of the Surviving Corporation.

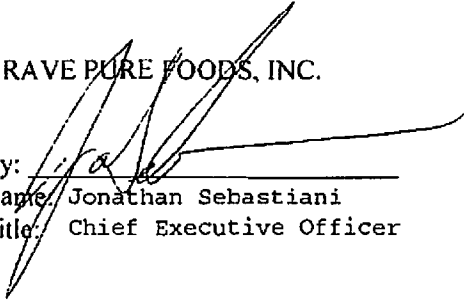
FIFTH: That an executed copy of the Merger Agreement is on file at the principal place of business of the Surviving Corporation at the following address:

Krave Pure Foods, Inc.
117 W. Napa Street, Suite C
Sonoma, California 95476

SIXTH: That a copy of the Merger Agreement will be furnished by the Surviving Corporation, on request, and without cost, to any stockholder of either Constituent Corporation.

IN WITNESS WHEREOF, Krave Pure Foods, Inc. has caused this Certificate of Merger to be executed by its duly authorized officer as of the day and year first above written.

KRAVE PURE FOODS, INC.

By: 
Name: Jonathan Sebastiani
Title: Chief Executive Officer

[Signature Page to the Certificate of Merger]

TRADEMARK
REEL: 005500 FRAME: 0740

EXHIBIT A
FOURTH AMENDED AND RESTATED
CERTIFICATE OF INCORPORATION
OF
KRAVE PURE FOODS, INC.

STATE OF DELAWARE
A STOCK CORPORATION

- **First:** The name of this Corporation is Krave Pure Foods, Inc.
- **Second:** Its registered office in the State of Delaware is to be located at 1209 Orange Street, in the city of Wilmington County of New Castle Zip Code 19801. The registered agent in charge thereof is The Corporation Trust Company
- **Third:** The purpose of the corporation is to engage in any lawful act or activity for which corporations may be organized under the General Corporation Law of Delaware.
- **Fourth:** The amount of total stock this corporation is authorized to issue is 1,000 shares (number of authorized shares) with a par value of 1.0000000000 per share.