

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM339335

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bruce Foods Corporation		04/02/2015	CORPORATION: LOUISIANA
RECEIVING PARTY DATA			
Name:	Southeastern Mills, Inc.		
Street Address:	333 Old Lindale Road		
City:	Rome		
State/Country:	GEORGIA		
Postal Code:	30161		
Entity Type:	CORPORATION: GEORGIA		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	4339240	BRING THE HEAT	
Registration Number:	1470822	HOTTER BY THE DROP	
Registration Number:	1424161	LOUISIANA GOLD	
Registration Number:	4513227	LOUISIANA GOLD	
Registration Number:	1198986	ONE DROP DOES IT	
Registration Number:	1128391	RED ROOSTER	
Registration Number:	4531526	THE ORIGINAL "LOUISIANA" BRAND THE PERFE	
CORRESPONDENCE DATA			
Fax Number:	4048538806		
<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:	404-853-8127		
Email:	julie.murphy@sutherland.com		
Correspondent Name:	Sutherland Asbill & Brennan LLP		
Address Line 1:	999 Peachtree Street NE		
Address Line 4:	Atlanta, GEORGIA 30309-3996		
ATTORNEY DOCKET NUMBER:	76385-0118		
NAME OF SUBMITTER:	Lynleigh Richwine		
SIGNATURE:	/Lynleigh Richwine/		

CH \$190.00 4339240

DATE SIGNED:	04/24/2015
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Total Attachments: 5

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ASSIGNMENT OF INTELLECTUAL PROPERTY

April 2, 2015

WHEREAS, BRUCE FOODS CORPORATION, a corporation organized and existing under the laws of the state of Louisiana, with its head offices at 1653 Old Spanish Trail, St. Martinville, St. Martin Parish, Louisiana, 70582 (the “*Assignor*”), is the owner of all right, title and interest in and to (i) certain trademarks, trade names and intellectual property registrations identified on Exhibit A, and rights related thereto (the “*Marks*”) and (ii) certain trade secrets, know-how, manufacturing processes, recipes, formulas, process sheets, mixing instructions, specifications, drawings, technical information and similar intangible property (the “*Trade Secrets*”) for certain goods and services that are Purchased Assets for purposes of that certain Asset Purchase Agreement dated as of even date herewith by and between, among others, the parties hereto (the “*Asset Purchase Agreement*”).

WHEREAS, SOUTHEASTERN MILLS, INC., a corporation organized and existing under the laws of the state of Georgia, with its head offices at 333 Old Lindale Road, Rome, Georgia, 30161 (the “*Assignee*”), desires to acquire the Marks and Trade Secrets.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor hereby assigns to the Assignee all of the Assignor’s right, title and interest in and to the Marks and Trade Secrets, together with Assignor’s common law rights in the Marks, all goodwill of the business symbolized by and associated with the Marks, all income, royalties, damages and payments now or hereafter due or payable with respect to the Marks, the right to register the Marks, the right to renew or transfer any registration of the Marks, all rights of action arising from the Marks and Trade Secrets, including all claims for damages by reason of past, present and future infringement of the Marks or misappropriation of the Trade Secrets and the right to sue and collect damages for such infringement or misappropriation, to be held and enjoyed by Assignee for its own use and benefit and for its successors and assigns as the same would have been held by the Assignor had this assignment not been made.

The Assignor agrees to cooperate with the Assignee by executing and delivering any documents that may be reasonably necessary to complete and effectuate the transfer to the Assignee of the Assignor’s right, title, and interest in and to the Marks and Trade Secrets and by filing trade name withdrawal documents with the Louisiana Secretary of State upon Assignee’s request and expense.

This Assignment of Intellectual Property is delivered pursuant to the Asset Purchase Agreement and is subject in all respects to the provisions thereof and is not meant to alter, expand, enlarge or otherwise modify the representations, warranties and other provisions of the Asset Purchase Agreement. To the extent there is an inconsistency between the terms and provisions of this Assignment of Intellectual Property and the Asset Purchase Agreement, the terms and provisions of the Asset Purchase Agreement will govern and control.

This Assignment of Intellectual Property shall be governed by and construed in accordance with the laws of the State of Alabama, without regard to conflict of laws principles.

SIGNATURE PAGE FOLLOWS

IN WITNESS WHEREOF, this Assignment of Intellectual Property is executed on the date first set forth above.

BRUCE FOODS CORPORATION

By: Joseph S. Brown

Name: JOSEPH S. BROWN

Title: PRES.

EXHIBIT A

MARKS

LOUISIANA HOT SAUCE

LOUISIANA GOLD

LOUISIANA GOLD PEPPER SAUCE

LOUISIANA WING SAUCE

RED ROOSTER

LOUISIANA

THE PERFECT HOT SAUCE

ORIGINAL LOUISIANA FRY MIX

THE ORIGINAL

ONE DROP DOES IT

MARK	COUNTRY	APP/REG. NO.	REG. DATE
BRING THE HEAT	United States of America	4339240	May 21, 2013
<u>HOTTER BY THE DROP</u>	United States of America	1470822	Dec 29, 1987
<u>LOUISIANA</u>	France	1281669	Aug 8, 1984
<u>LOUISIANA</u>	India	870183	Aug 6, 1999
LOUISIANA Logo	Turkey	200929282	Jun 4, 2009
<u>LOUISIANA GOLD</u>	Austria	116384	Jul 31, 1987
<u>LOUISIANA GOLD</u>	China	IR1041239	
<u>LOUISIANA GOLD</u>	India	870186	May 10, 2006
<u>LOUISIANA GOLD</u>	Norway	136486	May 11, 1989
<u>LOUISIANA GOLD</u>	Panama	59054	Aug 6, 1993
<u>LOUISIANA GOLD</u>	Puerto Rico	7834	Jul 15, 1986
<u>LOUISIANA GOLD</u>	Sweden	207444	Sep 25, 1987
<u>LOUISIANA GOLD</u>	Turkey	200929275	Jun 4, 2009
<u>LOUISIANA GOLD</u>	United States of America	1424161	Jan 6, 1987
<u>LOUISIANA GOLD</u>	United States of America	4513227	Apr 15, 2014
<u>LOUISIANA GOLD</u>	International Bureau (WIPO)	IR1041239	Jun 1, 2010
<u>LOUISIANA GOLD - HOTTER BY THE DROP</u>	Benelux	430874	Jan 4, 1988
<u>LOUISIANA GOLD - HOTTER BY THE DROP</u>	Canada	TMA364064	Jan 12, 1990
<u>LOUISIANA GOLD - HOTTER BY THE DROP</u>	Switzerland	355429	Oct 19, 1987
<u>LOUISIANA GOLD - HOTTER BY THE DROP</u>	Germany	1115731	Dec 17, 1987

<u>LOUISIANA GOLD - HOTTER BY THE DROP</u>	Denmark	066831993	Sep 24, 1993
<u>LOUISIANA GOLD - HOTTER BY THE DROP</u>	Italy	788421	Sep 2, 1999
<u>LOUISIANA GOLD - HOTTER BY THE DROP</u>	Japan	2182673	Oct 31, 1989
LOUISIANA GOLD LABEL DESIGN	Chile	196745	Jun 24, 1993
<u>LOUISIANA GOLD & DESIGN</u>	Brazil	816537127	Jul 13, 1993
LOUISIANA GOLD & DESIGN	Italy	1273688	Apr 22, 2010
<u>LOUISIANA GOLD & DESIGN</u>	Mexico	457499	Apr 18, 1994
LOUISIANA GOLD & DESIGN	Venezuela	167566	Aug 19, 1994
<u>LOUISIANA GOLD + GRAFICA</u>	Colombia	144859	Dec 23, 1993
<u>LOUISIANA PEPPER SAUCE & Design</u>	United Kingdom	B1300142	Oct 5, 1990
<u>ONE DROP DOES IT</u>	United States of America	1198986	Jun 22, 1982
RED ROOSTER	Argentina	1964811	Dec 19, 2003
<u>RED ROOSTER</u>	Canada	TMA266277	Feb 5, 1982
RED ROOSTER LOGO	Colombia	144858	Jul 24, 2003
RED ROOSTER	Costa Rica	40664	
RED ROOSTER	Panama	59052	Apr 14, 1993
RED ROOSTER LOGO	Peru	PI0097256	May 8, 1992
<u>RED ROOSTER</u>	United Kingdom	1158780	Aug 1, 1981
RED ROOSTER LOGO	Uruguay	343968	Oct 23, 2002
RED ROOSTER	Kuwait	11242	May 7, 1980
RED ROOSTER	Saudi Arabia	1163	Oct 23, 1985
RED ROOSTER	United States of America	1128391	Dec 25, 1979
RED ROOSTER	Venezuela	167566	Aug 19, 1994
RED ROOSTER & DESIGN	Mexico	409134	Mar 26, 1992
THE ORIGINAL LOUISIANA THE PERFECT HOT SAUCE ONE DROP DOES IT ALL LABEL Design	Philippines	42013014509	
THE ORIGINAL 'LOUISIANA' BRAND THE PERFECT HOT SAUCE ONE DROP DOES IT LABEL Design	United States of America	4531526	May 20, 2014