

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM340615

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
HBH Limited Partnership		05/04/2015	LIMITED PARTNERSHIP: MICHIGAN

RECEIVING PARTY DATA

Name:	The Honey Baked Ham Company, LLC
Street Address:	3875 Mansell Road
City:	Alpharetta
State/Country:	GEORGIA
Postal Code:	30022-1532
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 25

Property Type	Number	Word Mark
Registration Number:	2156950	AUTHENTIC SPIRAL SLICED
Registration Number:	2026009	AUTHENTIC SPIRAL SLICED
Registration Number:	2158999	BY THE SLICE HONEYBAKED HAM
Registration Number:	4176306	COMPLIMENTS GUARANTEED
Registration Number:	3916869	FROM THE KITCHENS OF HONEYBAKED
Registration Number:	2331873	HBH SELECTS
Registration Number:	2575940	HEAVENLY HAM
Registration Number:	1932836	HEAVENLY HAM
Registration Number:	3292615	HEAVENLY HAM
Registration Number:	1384504	HONEY BAKED HAM
Registration Number:	1861924	HONEYBAKED
Registration Number:	1883717	HONEYBAKED
Registration Number:	3639258	HONEYBAKED
Registration Number:	3049064	HONEYBAKED
Registration Number:	2024543	
Registration Number:	3388022	
Registration Number:	1823002	
Registration Number:	2642568	TENDER & MOIST
Registration Number:	2126500	THE HONEYBAKED HAM COMPANY

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	2136466	THE HONEYBAKED HAM COMPANY EST. 1957
Registration Number:	2534573	THE HONEYBAKED HAM CO. AND CAFE
Registration Number:	3452316	· THE HONEYBAKED HAM · COMPANY
Registration Number:	2150993	THE HONEYBAKED HAM COMPANY EST. 1957
Registration Number:	2026371	THE HONEYBAKED HAM COMPANY EST. 1957 AUT
Registration Number:	2402685	THE HONEYGRAND

CORRESPONDENCE DATA

Fax Number: 2025085858
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: 2025085800
Email: dctrademarks@kilpatricktownsend.com
Correspondent Name: J. David Mayberry
Address Line 1: 607 14th Street, NW
Address Line 2: Suite 900
Address Line 4: Washington, D.C. 20005

ATTORNEY DOCKET NUMBER:	43652-300723
NAME OF SUBMITTER:	Tracie R. Siddiqui, Attorney of Record
SIGNATURE:	/Tracie R. Siddiqui/
DATE SIGNED:	05/07/2015

Total Attachments: 4
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TRADEMARK AND PATENT ASSIGNMENT

THIS ASSIGNMENT is made by and between HBH Limited Partnership, a Michigan limited partnership with an address at 11935 Mason-Montgomery Road, Suite 200, Cincinnati, Ohio 45249-1745 (“Assignor”) and The Honey Baked Ham Company, LLC, a Delaware limited liability company with an address at 3875 Mansell Road, Alpharetta, Georgia 30022-1532 (“Assignee”).

WHEREAS, Assignor has adopted and used the trademarks listed in the attached Schedule (“Trademarks”) and is the owner of the trademark registrations and applications listed in the Schedule (Applications and Registrations”);

WHEREAS, Assignor owns all rights to the patent listed in the attached Schedule “Patent”) and

WHEREAS, Assignee desires to obtain and Assignor wishes to assign, grant, and deliver exclusively to Assignee all rights title and interest of every kind and nature in and to the Patent and the Trademarks and the Applications and Registrations, together with the goodwill of the business symbolized thereby.

NOW THEREFORE, in consideration of the premises and mutual covenants and agreements contained herein, and for one United States dollars (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee all rights, title and interest in and to the Patent, and the Trademarks

and Applications and Registrations, together with all the goodwill of the business which is symbolized thereby, and with the right to recover for damages and profits and all other remedies for past infringements thereof.

Executed on and effective this ___ day of _____, 2015.

HBH LIMITED PARTNERSHIP
By: HBH, INC., a Delaware corporation,
general partner of HBH LIMITED
PARTNERSHIP

THE HONEY BAKED HAM COMPANY,
LLC

By: *Craig Kurz*
Name: Craig Kurz
Title: President

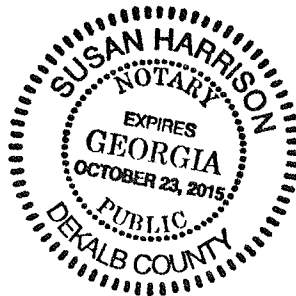
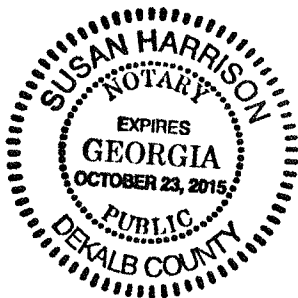
By: *David A. Keil*
Name: David A. Keil
Title: Chief Executive Officer

subscribed and sworn to before me this 4th
day of May, 2015
Susan Harrison
Notary Public

subscribed and sworn to before me this 4th
day of May, 2015
Susan Harrison
Notary Public

My Commission Expires: 10/23/15

My Commission Expires: 10/23/15



[Signature Page to Trademark and Patent Assignment by HBH LP]

Schedule

Trademarks, Applications and Registrations

Jurisdiction	Mark	Registration or Application Number
Australia	THE HONEYBAKED HAM COMPANY EST. 1957 (and chef device)	RN 915545
Brunei Darussalam	THE HONEY BAKED HAM COMPANY EST. 1957 (and design)	RN 22899
Canada	FROM THE KITCHENS OF HONEYBAKED (and design)	RN TMA821391
Canada	HONEYBAKED	RN 512652
Canada	HONEYBAKED (and design)	RN 533619
Canada	HONEYBAKED (and dots design)	RN TMA634211
Canada	THE HONEY BAKED HAM COMPANY EST. 1957 (and design)	RN TMA601879
European Union	FROM THE KITCHENS OF HONEYBAKED (and design)	RN 009624925
European Union	THE HONEY BAKED HAM COMPANY EST. 1957 (and design)	RN 00256750
Hong Kong	THE HONEY BAKED HAM COMPANY EST. 1957 (and design)	RN 199B09528
Japan	HONEYBAKED	SN 2012043770
Japan	HONEYBAKED (in Katakana)	SN 2012043772
Japan	HONEYBAKED HAM	SN 2012043769
Japan	HONEYBAKED HAM (in Katakana)	SN 2012043771
Malaysia	THE HONEYBAKED HAM COMPANY EST. 1957 (and design)	RN 9610937
Mexico	FROM THE KITCHENS OF HONEYBAKED (and design)	RN 1271661
Mexico	FROM THE KITCHENS OF HONEYBAKED (and design)	RN 1217814
Mexico	HONEYBAKED	PENDING
Mexico	HONEYBAKED (and design)	RN 1484313
Mexico	HONEYBAKED (and design)	PENDING
Singapore	THE HONEY BAKED HAM COMPANY EST. 1957 (and design)	RN T9609455C
United States	AUTHENTIC SPIRAL SLICED (and ham design)	RN 2156950
United States	AUTHENTIC SPIRAL SLICED (and ham design)	RN 2026009
United States	BY THE SLICE HONEYBAKED HAM (and design)	RN 2158999
United States	COMPLIMENTS GUARANTEED	RN 4176306

Jurisdiction	Mark	Registration or Application Number
United States	FROM THE KITCHENS OF HONEYBAKED (and design)	RN 3916869
United States	HBH SELECTS (and design)	RN 2331873
United States	HEAVENLY HAM	RN 2575940
United States	HEAVENLY HAM	RN 1932836
United States	HEAVENLY HAM (and design)	RN 3292615
United States	HONEY BAKED HAM	RN 1384504
United States	HONEYBAKED	RN 1861924
United States	HONEYBAKED (stylized upper/lower case one word)	RN 1883717
United States	HONEY BAKED (and dots design)	RN 3639258
United States	HONEYBAKED	RN 3049064
United States	Misc. Design (chef and open hearth)	RN 2024543
United States	Spiral Sliced Ham Design	RN 3388022
United States	Swirl in Hexagon Design (no words)	RN 1823002
United States	TENDER & MOIST (and design)	RN 2642568
United States	THE HONEY BAKED HAM COMPANY	RN 2126500
United States	THE HONEY BAKED HAM COMPANY EST. 1957 (and design)	RN 2136466
United States	THE HONEYBAKED HAM CO. AND CAFÉ (stylized)	RN 2534573
United States	THE HONEYBAKED HAM COMPANY (and design)	RN 3452316
United States	THE HONEYBAKED HAM COMPANY EST. 1957 (and design)	RN 2150993
United States	THE HONEYBAKED HAM COMPANY EST. 1957 AUTHENTIC SPIRAL SLICED (and design)	RN 2026371
United States	THE HONEYGRAND	RN2402685
Illinois	THE HONEYBAKED HAM COMPANY EST. 1957 (and design)	RN 83674

Patent

“Quarter Ham” US Patent No. 7,214,403