

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM342766

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Daily Bread, LLC		03/03/2014	LIMITED LIABILITY COMPANY: UTAH
RECEIVING PARTY DATA			
Name:	Food Insurance, LLC		
Street Address:	111 West Avenue		
City:	Albion		
State/Country:	NEW YORK		
Postal Code:	14411		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3653868	DAILY BREAD	
Registration Number:	4138771	DAILY BREAD	
Registration Number:	4160412		
CORRESPONDENCE DATA			
Fax Number:	5852958451		
<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:	585.295.4440		
Email:	rochesterip@hblaw.com		
Correspondent Name:	Ronald S. Kareken		
Address Line 1:	2000 HSBC Plaza, 100 Chestnut St.		
Address Line 4:	Rochester, NEW YORK 14604		
ATTORNEY DOCKET NUMBER:	3061856		
NAME OF SUBMITTER:	Melanie L. Lavacca		
SIGNATURE:	/Melanie L. Lavacca/		
DATE SIGNED:	05/29/2015		
Total Attachments: 3			
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ASSIGNMENT OF TRADEMARKS

This Assignment of Trademarks (the "Assignment") effective as of March 3, 2014, is given by Daily Bread, LLC, a Utah limited liability company ("Daily Bread") and Food Insurance.com, L.L.C., a Utah limited liability company ("Food Insurance") (Daily Bread and Food Insurance are referred to herein as the "Assignors"), in favor Food Insurance, LLC, a Delaware limited liability company ("Assignee").

For good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignors do hereby sell, assign and transfer to Assignee, its successors, assigns and legal representatives all of Assignors' right, title and interest in and to all of Assignors' registered and unregistered trademarks, trade names and service marks, including but not limited to those set forth on Schedule A attached hereto, and all goodwill associated therewith (the "Trademarks"), including the right to sue and collect damages for past, present and future infringement thereof.

Assignors agree that they will, from time to time after the date hereof, upon demand and without further consideration, execute any and all further documents and take all actions which may be necessary or desirable to effect the assignment, transfer and conveyance of all rights in the Trademarks to the Assignee.

(Signature Page Follows Immediately)

Executed at _____, this 3rd day of March, 2014.

Daily Bread, LLC

By: Mark D. McLeod
Name: MARK D. McLEOD
Title: CEO

Food Insurance.com, L.L.C.

By: Mark D. McLeod
Name: MARK D. McLEOD
Title: CEO

SCHEDULE A

Trademark: FOODINSURANCE
Serial Number: 77822109
Registration Number: 3840205
Status: LIVE
Registration Date: August 31, 2010
Owner: Food Insurance.com, L.L.C.

Trademark: FOOD INSURANCE
Serial Number: 85420442
Registration Number: 4138782
Status: LIVE
Registration Date: May 8, 2012
Owner: Food Insurance.com, L.L.C.

Trademark: FOOD INSURANCE
Serial Number: 85420364
Registration Number: 4142095
Status: LIVE
Registration Date: May 15, 2012
Owner: Food Insurance.com, L.L.C.

Trademark: DAILY BREAD
Serial Number: 77607123
Registration Number: 3653868
Status: LIVE
Registration Date: July 14, 2009
Owner: Daily Bread, LLC

Trademark: DAILY BREAD
Serial Number: 85420327
Registration Number: 4138771
Status: LIVE
Registration Date: May 8, 2012
Owner: Daily Bread, LLC

Trademark: DAILY BREAD
Serial Number: 85420476
Registration Number: 4160412
Status: LIVE
Registration Date: June 19, 2012
Owner: Daily Bread, LLC

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