

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM354017

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
SEQUENCE:	2		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Wonderful Holdings LLC		09/01/2015	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	The Wonderful Company LLC		
Street Address:	11444 West Olympic Blvd., 10th Floor		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90064		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85514410	WONDERFUL BRANDS	
Serial Number:	85514433	WONDERFUL BRANDS	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Email:	brittany.lichtig@roll.com		
Correspondent Name:	LaTunda Powell, Trademark Administrator		
Address Line 1:	11444 West Olympic Blvd., 10th Floor		
Address Line 4:	Los Angeles, CALIFORNIA 90064		
ATTORNEY DOCKET NUMBER:	123875		
NAME OF SUBMITTER:	LaTunda Powell		
SIGNATURE:	/LaTunda Powell/		
DATE SIGNED:	09/03/2015		
Total Attachments: 2			
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UNITED STATES
ASSIGNMENT OF TRADEMARK

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which is hereby acknowledged, **WONDERFUL HOLDINGS LLC** (“Assignor”), a limited liability company organized and existing under the laws of Delaware, whose business address is at 11444 West Olympic Boulevard, 10th Floor, Los Angeles, California 90064, U.S.A., hereby assigns and transfers to **THE WONDERFUL COMPANY LLC** (“Assignee”), a limited liability company organized and existing under the laws of Delaware, whose business address is at 11444 West Olympic Boulevard, 10th Floor, Los Angeles, California 90064, U.S.A., effective as of September 1, 2015 (the “Effective Date”), the following:

A. All right, title, and interest held by Assignor in and to the business names, trade names, and/or service marks, and the application and/or registration therefor, listed in **Exhibit A** attached hereto and incorporated herein by this reference (hereinafter referred to as the “Mark”);

B. The goodwill of the business connected with the use of and symbolized by the Mark, as part of the transfer of all business to which the Mark pertains, and including all associated artwork, labels, and package designs and other assets that uniquely reflect the Mark; and


C. All rights to damages or profits, due or to become due, accrued or to accrue, arising out of past, present or future infringement of said Mark or injury to said goodwill, together with the right to sue or recover the same in Assignee’s name.

IN WITNESS WHEREOF, the undersigned have hereunto executed this Assignment, in one or more counterparts, each of which shall be deemed an original and all of which taken together shall constitute one and the same instrument.

Date: August 31, 2015

Assignor:

WONDERFUL HOLDINGS LLC,
a Delaware limited liability company

By: 
Craig B. Cooper, Senior Vice President

Assignee:

THE WONDERFUL COMPANY LLC,
a Delaware limited liability company


By: 
Craig B. Cooper, Senior Vice President

EXHIBIT A

MARKS

Country	Trademarks	Application Date/ Application No.	Registration Date/ Registration No.
United States	WONDERFUL BRANDS	11-Jan-2012 85514410	02-Apr-2013 4311569
United States	WONDERFUL BRANDS & Design	11-Jan-2012 85514433	02-Apr-2013 4311571