

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM356166

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Fleisher's Holding Company LLC		09/22/2015	LIMITED LIABILITY COMPANY: NEW YORK
RECEIVING PARTY DATA			
Name:	FMC Holdings LLC		
Street Address:	175 Van Dyke Street		
Internal Address:	Suite 323		
City:	Brooklyn		
State/Country:	NEW YORK		
Postal Code:	11231		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	4639749	FLEISHER'S	
Registration Number:	4665753	FLEISHER'S	
Registration Number:	4673869	FLEISHER'S	
Registration Number:	4665755	FLEISHER'S	
Registration Number:	4665754	FLEISHER'S	
CORRESPONDENCE DATA			
Fax Number:	2037030801		
<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:	1-203-703-0800		
Email:	ccobb@whipgroup.com		
Correspondent Name:	Walter B. Welsh		
Address Line 1:	600 Summer Street		
Address Line 2:	Whitmyer IP Group LLC		
Address Line 4:	STAMFORD, CONNECTICUT 06901		
ATTORNEY DOCKET NUMBER:	06856-G0000		
NAME OF SUBMITTER:	Walter B. Welsh		
SIGNATURE:	/Walter B. Welsh/		

OP \$140.00 4639749

DATE SIGNED:	09/24/2015
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Total Attachments: 4

- source=06856-G0000 - Assignment to FMC Holdings LLC#page1.tif
- source=06856-G0000 - Assignment to FMC Holdings LLC#page2.tif
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Trademark Assignment

WHEREAS, Fleisher's Holding Company LLC (d/b/a **Fleisher's Grassfed and Organic**), a Limited Liability Company under the laws of the State of New York, having an office and place of business at, 175 Van Dyke Street, Suite 323, Brooklyn, New York 11231 (hereinafter referred to as ASSIGNOR), is the owner of the trademarks listed on the attached Exhibit A (the "TRADEMARKS");

WHEREAS, FMC Holdings LLC, a Limited Liability Company under the laws of the State of Delaware, having an office and place of business at, 175 Van Dyke Street, Suite 323, Brooklyn, New York 11231 (hereinafter ASSIGNEE) is desirous of acquiring all rights, title and interest in and to said trademark as set forth hereinabove;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign, grant, transfer and otherwise convey to ASSIGNEE, its successors and assigns, its entire right, title and interest in and to the trademarks identified in Exhibit A, including but not limited to all of Assignor's common law rights and registrations pertaining thereto, all rights to sue for past, present or future infringement, misappropriation, unfair competition, or other violation of the foregoing, and all rights to recover damages or lost profits in connection therewith, as well as all of the good will of the business symbolized by the said trademarks.

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Fleisher's Holding Company LLC
(d/b/a Fleisher's Grassfed and Organic)

Date: SEPT. 22, 2015

Location: 175 VAN DYKE ST.

BROOKLYN NY
11231

By 
Name: Christophe Hille
Title: Chief Financial Officer

(Continued on next page)

FMC Holdings LLC

Date: SEPT 22, 2015

By

Name: Ryan Fibiger

Title:

Location: 175 VANDYKE ST.

Brooklyn NY
11231

Exhibit A

WHIPgroup Client	WHIPgroup Matter	Status	Date Registered	Trademark Registration No.	Country	Patent Title
06856	T0001A	REGISTERED	4,639,749	11/18/2014	US	FLEISHER'S
06856	T0001B	REGISTERED	4,665,753	01/06/2015	US	FLEISHER'S (Stylized)
06856	T0001C	REGISTERED	4,673,869	01/20/2015	US	FLEISHER'S (Stylized)
06856	T0002A	REGISTERED	4,665,755	01/06/2015	US	FLEISHER'S
06856	T0002B	REGISTERED	4,665,754	01/06/2015	US	FLEISHER'S