

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM382475

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Promax Nutrition Corporation		03/08/2016	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Kellogg Company		
Street Address:	One Kellogg Square		
City:	Battle Creek		
State/Country:	MICHIGAN		
Postal Code:	49017		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Registration Number:	4309426	PURE	
Registration Number:	4085266	PURE	
Serial Number:	86304737	PURE	
Registration Number:	4814901	PURE	
Serial Number:	86263671	PURE	
Serial Number:	86976748	PURE	
Serial Number:	86977561	PURE	
Registration Number:	3665870		
Serial Number:	86249011	PURE AND SLENDER	
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:	jgriswold@honigman.com		
Correspondent Name:	Julie E. Reitz		
Address Line 1:	39400 Woodward Avenue, Suite 101		
Address Line 4:	Bloomfield Hills, MICHIGAN 48304-5151		
ATTORNEY DOCKET NUMBER:	261628-392118		
NAME OF SUBMITTER:	Julie E. Reitz		

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SIGNATURE:	/Julie E. Reitz/
DATE SIGNED:	04/29/2016
Total Attachments: 9 source=Promax Assignment to Kellogg#page1.tif source=Promax Assignment to Kellogg#page2.tif source=Promax Assignment to Kellogg#page3.tif source=Promax Assignment to Kellogg#page4.tif source=Promax Assignment to Kellogg#page5.tif source=Promax Assignment to Kellogg#page6.tif source=Promax Assignment to Kellogg#page7.tif source=Promax Assignment to Kellogg#page8.tif source=Promax Assignment to Kellogg#page9.tif	

TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made this 8th day of March, 2016, by and between Promax Nutrition Corporation, a Delaware, having its principal place of business at 100 Bayview Circle, Suite 200, Newport Beach, CA 92660 (hereinafter "Assignor") and Kellogg Company, a Delaware corporation, having its principal place of business at One Kellogg Square, Battle Creek, Michigan 49017 (hereinafter "Assignee").

WHEREAS, Assignor owns and is using, the trademarks identified in the attached Schedule A (collectively, hereinafter the "Marks") in the United States.

WHEREAS, Assignee is desirous of acquiring the Marks and all rights therein, including the goodwill of the business associated therewith, as well as all common-law rights and all federal trademark and service mark registrations and applications identified in Schedule A attached hereto and made a part hereof.

NOW, THEREFORE, for valuable consideration the receipt and sufficiency of which are hereby acknowledged, Assignor hereby conveys, transfers and assigns to Assignee all rights, title, and interest in and to the Marks, all common-law rights, all federal registrations and applications identified in Schedule A together with the goodwill of the business symbolized thereby.

Assignor further assigns to Assignee all rights to sue for and receive all damages occurring from past infringing uses of the Marks.

Assignor agrees that at any time and from time to time after the date hereof, at the request of Assignee and without further consideration, Assignor shall execute and deliver such other instruments and take such action as Assignee may reasonably request to transfer, convey and assign to Assignee, and to confirm Assignee's right, title, and interest in and to the Marks and to assist Assignee in exercising all rights with respect thereto.

Nothing in this Assignment, express or implied, is intended or shall be construed to confer upon, or give to, any Person, other than the parties to this Assignment, any rights, remedies, obligations or liabilities.

This Assignment shall bind and inure to Assignee and Assignor and their respective successors and assigns.

This Assignment may be executed in any number of counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same.

ACKNOWLEDGMENT

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California
County of Orange)

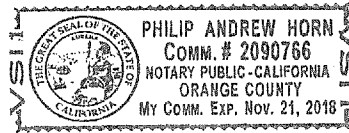
On March 4th, 2016 before me, Philip Andrew Horn, Notary Public
(insert name and title of the officer)

personally appeared Simon Goode,
who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) (s) are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.






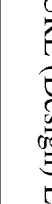
Signature Phil Horn (Seal)





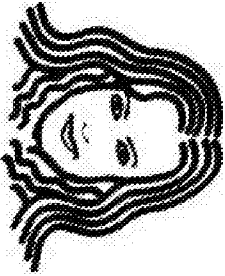


SCHEDULE A




See attached.

ASSIGNED TRADEMARKS

Mark	Country	Serial No./ Registration No.	Goods/Services	Status
 PURE (Design) Logo	U.S.	85/010,784 4,309,426	Class 5: Nutrition bars, namely, nutritional energy bars, for use as a meal substitute; and meal replacement bars.	Registered
 PURE (Design) Logo	U.S.	85/975,078 4,085,266	Class 29: Processed organic fruit- and nut-based food bars; protein based, nutrient-dense snack bars. Class 30: Cereal based energy bars.	Registered
 PURE (Design) Logo	U.S.	86/304,737	Class 9: Computer application software for mobile devices and electronic and digital media featuring cooking and food preparation instructions, recipes and cooking tips.	Pending
 PURE (Design) Logo	U.S.	86/976,799 Reg. # 4,814,901	Class 9: Downloadable electronic publications in the nature of cookbooks. Class 16: Cook books; recipe books.	Registered
 PURE (Design) Logo	U.S.	86/263,671	Class 29: Soups; instant or pre-cooked soup; prepared entrees consisting primarily of vegetables, soups, fruit salads and vegetable salads; frozen vegetable-based entrees; prepared vegetable-based entrees; packaged vegetable-based entrees; fruit and vegetable granules for use in prepared meals or food; frozen fruit; frozen vegetables; frozen soup; vegetables; instant frozen.	Office Action issued 2/22/2016
 PURE (Design) Logo	U.S.	86/976,748	Class 29: Broth; soup mixes; mixes for making soup; preparations for making soups; prepared and prepackaged meals and entrees	Suspended


Mark	Country	Serial No./ Registration No.	Goods/Services	Status
			<p>consisting primarily of vegetables; frozen meals consisting primarily of vegetables; prepared or packaged meals consisting primarily of vegetables; packaged meals consisting primarily of vegetables; frozen broth.</p> <p>Class 30: Combination meals consisting primarily of pasta or rice-based entrees and soup; flavorings for soups; seasoning mixes for soups; pasta for soups.</p>	
<p>PURE (Design) Logo</p> 	U.S.	86/977,561	<p>Class 36: Perfumes; colognes; hair dressing preparations; hair care preparations; hair care lotions; hair care creams; hair care products, namely, hair shampoos and conditioners; shampoos.</p> <p>Class 29: Processed nuts; dried fruits; nut-based snack foods; fruit-based snack foods; dried fruit-based snacks; snack mix consisting primarily of dehydrated fruits and processed nuts; trail mix consisting primarily of processed nuts and dried fruit; trail mix consisting primarily of processed nuts, and also including dried fruit; processed fruit- and nut-based food bars; nut-based snack foods, namely, nut clusters; nut-based butters; nut butters; prepared and prepackaged meals and entrees consisting primarily of meat, fish, or poultry; frozen meals consisting primarily of meat, fish, or poultry; prepared or packaged meals consisting primarily of meat, fish, or poultry; packaged meals consisting primarily of meat, fish, or poultry; prepared meals consisting primarily of meat substitutes.</p> <p>Class 30: Bakery goods; bakery products, namely, sweet bakery goods; cookies; crackers; food package combinations consisting primarily of crackers and/or cookies; trail mix consisting primarily of granola, and also including processed nuts and dried fruit; granola; breakfast cereals; granola bars; granola-based snacks;</p>	Pending

Mark	Country	Serial No./ Registration No.	Goods/Services	Status
	U.S.	77/525,000 3,665,870	<p>granola-based snack bars; cereal bars; cereal-based snack foods; pancake mixes; instant pancake mixes; oatmeal; frozen confections; frozen entrees consisting primarily of pasta or rice; prepared entrees consisting primarily of pasta or rice; packaged entrees consisting primarily of pasta or rice; combination meals consisting primarily of pasta or rice-based entrees and salad; pizza; pizza dough; pizza sauce; frozen pizzas; frozen dough for use as pizza, bread or other bread-type products; noodle-based prepared meals.</p> <p>Class 29: Organic nut and fruit-based food bars.</p>	Registered
<p>PURE (Design) Logo</p> 	CA	1,706,261	<p>Class 9: Downloadable electronic publications in the nature of cookbooks; computer application software for mobile devices and electronic and digital media featuring cooking and food preparation instructions, recipes and cooking tips.</p> <p>Class 16: Cook books; recipe books.</p>	Pending
<p>PURE (Design) Logo</p> 	CA	1,665,506	<p>Class 5: nutrition bars, namely nutritional energy bars, for use as a meal substitute; and meal replacement bars</p> <p>Class 29/30: processed organic fruit- and nut-based food bars; protein based, nutrient-dense snack bars; cereal based energy bars</p>	Pending

Mark	Country	Serial No./ Registration No.	Goods/Services	Status
PURE Logo 	AU	1378842	Class 30: Nutrition bars, namely nutritional energy bars, for use as a meal substitute; and meal replacement bars	Registered
PURE Logo 	NZ	829269	Class 9: Nutrition bars, namely food energy bars, organic nut and fruit bars.	Registered
PURE (Design) Logo 	EU	A0037298 1 174 400	Class 5: Nutrition bars, namely, nutritional energy bars, for use as a meal substitute; and meal replacement bars. Class 29: Processed organic fruit- and nut-based food bars; protein based, nutrient-dense snack bars. Class 30: Cereal based energy bars.	Registered
PURE AND SLENDER	U.S.	86/249,011	Class 5: Nutrition bars, namely, nutritional supplement energy bars, for use as a meal substitute; nutritional supplement meal replacement bars for boosting energy. Class 29: Processed organic fruit- and nut-based food bars; protein based, nutrient-dense snack. Class 30: Cereal based energy bar.	Pending

TRADEMARK

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Mark	Country	Serial No./ Registration No.	Goods/Services	Status
PURE FOR ALL PEOPLE and Design 	Canada	1,354,123 TMA718,166	Class 29: Organic nut and fruit-based food snack bars.	Registered

TRADEMARK

REEL: 005781 FRAME: 0261

RECORDED: 04/29/2016