

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM383520

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hormel Foods, LLC		05/06/2016	Limited Liability Company: MINNESOTA
RECEIVING PARTY DATA			
Name:	Diamond Crystal Brands, Inc.		
Street Address:	3000 Tremont Road		
City:	Savannah		
State/Country:	GEORGIA		
Postal Code:	31405		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 22			
Property Type	Number	Word Mark	
Registration Number:	4118549	BELLA MIGLIORE	
Registration Number:	2689524	BITS-O-BAC'N	
Registration Number:	3089616	CAFE' DELIGHT	
Registration Number:	2031749	CHEF'S COMPANION	
Registration Number:	2681224	CHEF'S SEASONING	
Registration Number:	3150136	COFFEE SHOPPE	
Registration Number:	1438652	CREAM WHITE	
Registration Number:	1906728	GOLD 'N NATURAL	
Registration Number:	2168796	GOLD'N NATURAL	
Registration Number:	3056672	HEART SMART	
Registration Number:	3061353	HOUSE BLEND	
Registration Number:	2981728	LITE DELITE	
Registration Number:	2285621	MARRAKESH EXPRESS	
Registration Number:	0881779	PACKET BRAND	
Registration Number:	2807346	POCO PAC	
Registration Number:	1279143	SINGLE SERV	
Registration Number:	2584719	SINGLE SERV	
Registration Number:	1658412	SUGAR BOWL	
Registration Number:	1039460	SWEET CRYSTALS	
TRADEMARK			

OP \$565.00 4118549

Property Type	Number	Word Mark
Registration Number:	3037925	SWEET NOTHIN'
Registration Number:	1976671	SWEET THING
Registration Number:	3698908	ULTRA

CORRESPONDENCE DATA

Fax Number:

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.

Email: sbtoeniskoetter@hormel.com

Correspondent Name: Steven B. Toeniskoetter

Address Line 1: 1 Hormel Place

Address Line 2: Law Department

Address Line 4: Austin, MINNESOTA 55912

NAME OF SUBMITTER:	Steven B. Toeniskoetter
SIGNATURE:	/SBT/
DATE SIGNED:	05/06/2016

Total Attachments: 5


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ASSIGNMENT

WHEREAS, Hormel Foods, LLC, a Minnesota limited liability company (“Hormel Foods”), with its principal place of business at 1 Hormel Place, Austin, Minnesota 55912, is the owner of certain rights with respect to the following trademarks (together, the “Trademarks”):

Registrations

<i>Trademark</i>	<i>Country</i>	<i>Owner</i>	<i>Registration No.</i>	<i>Description of Goods</i>
BELLA MIGLIORE	United States	Hormel Foods, LLC	4,118,549	Parmesan cheese; crushed red pepper; seasonings
BITS-O-BAC'N	United States	Hormel Foods, LLC	2,689,524	Textured vegetable protein bits having a bacon flavor
CAFÉ DELIGHT	United States	Hormel Foods, LLC	3,089,616	Non-dairy creamer
	United States	Hormel Foods, LLC	2,031,749	Bread pudding mix
CHEF'S SEASONING	United States	Hormel Foods, LLC	2,681,224	Blend of spices and seasoning
COFFEE SHOPPE	United States	Hormel Foods, LLC	3,150,136	Instant coffee and cocoa
CREAM WHITE	United States	Hormel Foods, LLC	1,438,652	Powdered non-dairy creamer
GOLD 'N NATURAL	United States	Hormel Foods, LLC	1,906,728	Sugar
	United States	Hormel Foods, LLC	2,168,796	Sugar
HEART SMART	United States	Hormel Foods, LLC	3,056,672	Non-dairy creamer

HOUSE BLEND	United States	Hormel Foods, LLC	3,061,353	Salad dressings and sauces
LITE DELITE	United States	Hormel Foods, LLC	2,981,728	Low calorie pre-sweetened powdered mix used in the preparation of soft drinks
MARRAKESH EXPRESS	United States	Hormel Foods, LLC	2,285,621	grain-based Italian food products, namely, Risotto
	United States	Hormel Foods, LLC	881,779	Individual packets or pouches containing individual servings of flavoring materials - namely ketchup, mustard, jellies, salt and pepper
POCO PAC	United States	Hormel Foods, LLC	2,807,346	Jellies and jams; ketchup, mustard, mayonnaise, sauces, namely, tartar sauce, taco sauce, barbecue sauce, seafood cocktail sauce, and hot sauce; pancake and table syrups, and honey; salad dressings
SINGLE SERV	United States	Hormel Foods, LLC	1,279,143	Individual packets of salt and pepper used as seasonings
SINGLE SERV	United States	Hormel Foods, LLC	2,584,719	Individual packets of parmesan cheese; individual packets of red pepper
SUGAR BOWL	United States	Hormel Foods, LLC	1,658,412	Sugar
SWEET CRYSTALS	United States	Hormel Foods, LLC	1,039,460	Sugar substitute in individual disposable packets
SWEET NOTHIN'	United States	Hormel Foods, LLC	3,037,925	Artificial sweetener
SWEET THING	United States	Hormel Foods, LLC	1,976,671	Artificial sweetener
ULTRA	United States	Hormel Foods, LLC	3,698,908	Artificial sweetener

WHEREAS, Diamond Crystal Brands, Inc., a Delaware corporation ("Diamond Crystal"), with its principal place of business at 3000 Tremont Road, Savannah, GA 31405, is desirous of acquiring any and all rights which Hormel Foods has in the Trademarks including the common law rights to the logos and associated trade dress and the goodwill of the business of Hormel Foods in connection with the Trademarks.

NOW, THEREFORE, to all whom it may concern:

Be it known that for ten dollars and other goods and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by the parties, Hormel Foods does hereby sell, assign and transfer to Diamond Crystal all right, title and interest in and to the Trademarks, together with the goodwill of the business associated with and symbolized by the Trademarks, free and clear of all liens including: (a) all registrations and pending applications for the Trademarks, any renewals of registrations for the Trademarks, and any common law rights in all countries throughout the world, for Diamond Crystal's own use and enjoyment, and for the use and enjoyment of the Diamond Crystal's successors, assigns or other legal representatives; (b) all causes of action for any and all previously occurring infringement of the rights in the Trademarks being assigned, and the right to receive and retain the proceeds relating to those infringements; (c) the right to assign or license the Trademarks; (d) all incomes, proceeds, royalties, license fees, and other payments now or hereafter derived from exploitation of the Trademarks; (e) all rights to claims, causes of action or remedies related thereto and all causes of action heretofore accrued in Hormel Foods' favor for past, present, and future infringement of the Trademarks; and (f) the right to sue for all damages, including past and future damages, and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives.

This Trademark Assignment shall be binding upon, and shall inure to the benefit of the parties hereto and their respective successors and assigns.

[Signature page follows.]

IN WITNESS WHEREOF, Hormel Foods has caused this Trademark Assignment to be executed as of the date of execution.

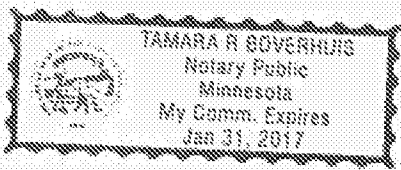
HORMEL FOODS, LLC,
A Minnesota Limited Liability Company

By: *S. Welfsen*
Title: *Secretary*
Date: *5.5.16*

State of *Minnesota* }
County of *Mower* } ss

On this *5th* day of *May*, 2016, before me, a notary public, appeared the person who signed this instrument, who acknowledged that he/she signed it as his/her free act on behalf of *Hormel Foods, LLC*, with authority to do so.

[Signature]
Notary Public



[Signature Page to Assignment]