

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM383129

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|---|--|-----------------------|-------------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Kraft Foods Group Brands LLC | | 05/01/2016 | Limited Liability Company: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | GPM Investments, LLC | | |
| Street Address: | 8565 Magellan Parkway, Suite 400 | | |
| City: | Richmond | | |
| State/Country: | VIRGINIA | | |
| Postal Code: | 23227 | | |
| Entity Type: | Limited Liability Company: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 4088938 | PERFECT HARVEST | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 6785532212 | | |
| <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: | 6785534778 | | |
| Email: | atltrademark@gtlaw.com | | |
| Correspondent Name: | Joel R. Feldman, Esq. | | |
| Address Line 1: | 3333 Piedmont Rd. NE, Suite 2500 | | |
| Address Line 2: | Greenberg Traurig, LLP | | |
| Address Line 4: | Atlanta, GEORGIA 30305 | | |
| ATTORNEY DOCKET NUMBER: | 140344.020000 | | |
| NAME OF SUBMITTER: | Joel R. Feldman, Esq. | | |
| SIGNATURE: | /jrf/ | | |
| DATE SIGNED: | 05/04/2016 | | |
| Total Attachments: 1 | | | |
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Trademark Assignment

1. **Assignment.** Kraft Foods Group Brands LLC, an Illinois limited liability company with an address of Three Lakes Drive, Northfield, IL 60093 ("Kraft") assigns to GPM Investments, LLC, a Delaware limited liability company with an address of 8565 Magellan Parkway, Suite 400, Richmond, VA 23227 ("GPM") all of its right, title, and interest in U.S. Trademark Reg. No. 4,088,938 for the mark PERFECT HARVEST in International Class 30 for coffee and International Class 35 for vending in the field of coffee (the "Mark"), along with (i) the common-law rights in the Mark anywhere in the world, (ii) all goodwill of Kraft's business connected with the Mark, and (iii) the right to pursue claims and recover damages for past infringements of the Mark.

2. **Consideration.** Kraft acknowledges that it has received sufficient consideration in exchange for its assignment of its trademark rights to GPM.

KRAFT FOODS GLOBAL BRANDS LLC

GPM INVESTMENTS, LLC

By: 

By: 

Name: Sabrina J. Hudson

Name: Maury Brub

Title: Assistant Secretary

Title: General Counsel

Date: May 1, 2016

Date: May 1, 2016