

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM384660

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Sensible Foods, LLC		06/25/2014	Limited Liability Company: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Blend, LLC		
<b>Also Known As:</b>	Sensible Foods		
<b>Street Address:</b>	1234 Apollo Way		
<b>City:</b>	Santa Rosa		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	95407		
<b>Entity Type:</b>	Limited Liability Company: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2980298	100% CRUNCHY FRUIT AND NOTHING ELSE	
<b>Registration Number:</b>	3024683	SENSIBLE FOODS	
<b>Registration Number:</b>	3246335	AND NOTHING ELSE	
<b>Registration Number:</b>	3252283	SENSIBLE FOODS	
<b>Registration Number:</b>	3345865	CRUNCH DRIED APPLE CHIPS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	5052816333		
<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>			
<b>Phone:</b>	5052869700		
<b>Email:</b>	rdbaker@swcp.com		
<b>Correspondent Name:</b>	Rod D. Baker		
<b>Address Line 1:</b>	12126 Highway 14 N., Ste. A-7		
<b>Address Line 4:</b>	Cedar Crest, NEW MEXICO 87008-9406		
<b>NAME OF SUBMITTER:</b>	Rod D. Baker		
<b>SIGNATURE:</b>	/Rod D. Baker/		
<b>DATE SIGNED:</b>	05/17/2016		

OP \$140.00 2980298

**Total Attachments: 6**

source=AssignmentTrademarks2014#page1.tif

source=AssignmentTrademarks2014#page2.tif

source=AssignmentTrademarks2014#page3.tif

source=AssignmentTrademarks2014#page4.tif

source=AssignmentTrademarks2014#page5.tif

source=AssignmentTrademarks2014#page6.tif

## TRADEMARKS ASSIGNMENT

This Trademarks Assignment ("Assignment") is made and entered into this 1<sup>st</sup> day of July, 2014, by and between Sensible Foods LLC, a California limited liability company ("Assignor"), with a mailing address of 6105 Orchard Station Boulevard, Petaluma, California, on the one hand, and Blend LLC, a California limited liability company ("Assignee"), with mailing address of 2175 N California Boulevard, Suite 775, Walnut Creek, California, on the other hand (individually referred to as a "Party" or collectively, the "Parties").

### RECITALS

WHEREAS, Assignor is the owner of the following trademarks (together, the "Marks"); also see Exhibit "A" attached and incorporated by this reference:

1. SENSIBLE FOODS; USPTO Registration Number 2,861,273; Registration Date: July 6, 2004;
2. CRUNCH DRIED; USPTO Registration Number 2,884,778; Registration Date: September 14, 2004;
3. 100% CRUNCHY FRUIT AND NOTHING ELSE; USPTO Registration Number 2,980,298; Registration Date: July 26, 2005;
4. CRUNCH DRIED FRUIT; USPTO Registration Number 3,014,116; Registration Date: November 8, 2005;
5. SENSIBLE FOODS; USPTO Registration Number 3,024,683; Registration Date: December 6, 2005;
6. THE MUNCH WITH A CRUNCH; Registration Number 3,024,702; Registration Date: December 6, 2005;
7. AND NOTHING ELSE; USPTO Registration Number 3,246,335; Registration Date: May 29, 2007;
8. SENSIBLE FOODS; USPTO Registration Number 3,252,283; Registration Date: June 12, 2007;
9. 100% ORGANIC APPLE HARVEST; USPTO Registration Number 3,336,310; Registration Date: November 13, 2007;
10. CRUNCH DRIED SWEET CORN; USPTO Registration Number 3,345,864; Registration Date: November 27, 2007;
11. CRUNCH DRIED APPLE CHIPS; USPTO Registration Number 3,345,865; Registration Date: November 27, 2007;
12. CRUNCH DRIED VEGETABLES; USPTO Registration Number 3,349,317; Registration Date: December 4, 2007;
13. SNACKS MADE SENSIBLE; USPTO Registration Number 3,383,121; Registration Date: February 12, 2008;

14. SENSIBLE BABY; USPTO Registration Number 3,793,526; Registration Date: May 25, 2010;
15. CHERRY BERRY
16. CRACKLIN FRUIT
17. CRUNCH DRIED ORGANICS
18. OASIS BLEND
19. WE REMOVE THE WATER -- NOT THE FLAVOR

WHEREAS, Assignee has acquired the assets of Assignor including said Marks in all forms and for all goods offered by Assignor under the Marks, the goodwill associated therewith, and the registration thereof;

NOW, THEREFORE, for and in consideration of the mutual promises contained herein, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

#### ASSIGNMENT

Each of the foregoing recitals is incorporated herein by reference.

For good and valuable consideration, receipt thereof which is hereby acknowledged, Assignor does hereby formally assign, to Assignee all right, title, and interest, including without limitation all common law rights, in and to the Marks, including all common law rights in the United States and in all other countries and jurisdictions of the world, together with the registrations for the Marks set forth above, for all goods offered by Assignor under the Marks, together with the goodwill of Assignor's business symbolized by the Marks.

For such good and valuable consideration, Assignor hereby further sells, assigns, and transfers to Assignee all rights and interests in, to, and arising from any infringement of the Marks, including without limitation, all claims for damages and profits for any infringements that occurred prior to the date of this Assignment, including the right to sue for any infringements in its own name and for its own benefit.

Assignor agrees to execute and deliver, at the request of Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all of Assignor's rights, title, and interest in and to the Marks in the Assignee, and/or to provide evidence to support any of the foregoing if such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of the Assignor. Assignee and Assignor agree to cooperate in the recordation of this Assignment in the records of the United States Patent and Trademark Office.

[SIGNATURE PAGE TO FOLLOW]

IN WITNESS WHEREOF, the Parties hereto have executed this Assignment effective as of the day and year first written above.

SENSIBLE FOODS LLC ("ASSIGNOR")



Sensible Foods LLC

6/25/14

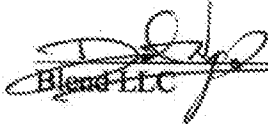
Date

By: DAVID BAXOS

Its: MEMBER

I, on behalf of Blend LLC, accept this Assignment:

BLEND LLC ("ASSIGNEE")



Blend LLC

Date

By: DAVID NGO

Its: VICE PRESIDENT

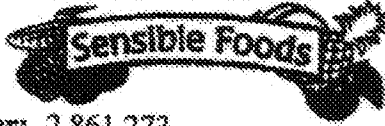
EXHIBIT A

Sensible Foods LLC Trademarks

U.S. Registrations:

Mark:

SENSIBLE FOODS



U.S. Registration Number: 2,861,273

Class/Goods: 29: Dried fruit snacks

Mark:

CRUNCH DRIED

U.S. Registration Number: 2,884,778

Class/Goods: 29: Dried Fruit Snack

Mark:

100% CRUNCHY FRUIT AND NOTHING ELSE

U.S. Registration Number: 2,980,298

Class/Goods: 29: Dried Fruit

Mark:

CRUNCH DRIED FRUIT

U.S. Registration Number: 3,014,116

Class/Goods: 29: Dried Fruit

Mark:

SENSIBLE FOODS

U.S. Registration Number: 3,024,683

Class/Goods: 29: Dried Fruits; Dried Vegetables

Mark:

THE MUNCH WITH A CRUNCH

U.S. Registration Number: 3,024,702

Class/Goods: 29: Dried or low moisture Fruit Snacks, Dried or low moisture Vegetable Snacks

Mark:

AND NOTHING ELSE

U.S. Registration Number: 3,246,335

Class/Goods: 29: Dried fruit mixes; Dried fruits; Dried vegetables

**Mark:** SENSIBLE FOODS  
**U.S. Registration Number:** 3,252,283  
**Class/Goods:** 16: Magazines, leaflets, brochures, and newsletters featuring food, health and nutrition; catalogs featuring food, snacks, nutritional supplements, and general nutritional products

**Mark:** 100% ORGANIC APPLE HARVEST  
**U.S. Registration Number:** 3,336,310  
**Class/Goods:** 29: Organic dried fruit snacks

**Mark:** CRUNCH DRIED SWEET CORN  
**U.S. Registration Number:** 3,345,864  
**Class/Goods:** 29: Dried vegetables; Processed vegetables and fruits; Vegetable-based snack foods

**Mark:** CRUNCH DRIED APPLE CHIPS  
**U.S. Registration Number:** 3,345,865  
**Class/Goods:** 29: Dried fruits; Processed apples

**Mark:** CRUNCH DRIED VEGETABLES  
**U.S. Registration Number:** 3,349,317  
**Class/Goods:** 29: Dried Vegetables

**Mark:** SNACKS MADE SENSIBLE  
**U.S. Registration Number:** 3,383,121  
**Class/Goods:** 29: Dehydrated fruit snacks; Dried fruit mixes; Dried fruits; Dried soybeans; Dried vegetables; Fruit-based snack food; Vegetable-based snack foods

**Mark:** SENSIBLE BABY  
**U.S. Registration Number:** 3,793,526  
**Class/Goods:** 29: Dried fruits; dried vegetables; processed fruits; processed vegetables

Common Law Marks:

Mark: **CHERRY BERRY**  
Class/Goods: 29: Dehydrated fruit snacks; Dried fruit mixes

Mark: **CRACKLIN FRUIT**  
Class/Goods: 29: Dried Fruit Snack; Dried Fruit Snack

Mark: **CRUNCH DRIED ORGANICS**  
Class/Goods: 29: Dried or Low Moisture Fruit Dried or Low Moisture Vegetables

Mark: **OASIS BLEND**  
Class/Goods: 29: Dehydrated fruit snacks; Dried fruit mixes; Dried fruit-based snacks; Dried fruits; Fruit-based snack food

Mark: **WE REMOVED THE WATER – NOT THE FLAVOR**  
Class/Goods: 29: Dried fruits and dried vegetables