

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM385096

<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>
Jones Natural Chews Company		05/18/2016	Corporation: ILLINOIS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Jones Naturals, LLC		
<b>Street Address:</b>	55 Beattie Place, Suite 1500		
<b>City:</b>	Greenville		
<b>State/Country:</b>	SOUTH CAROLINA		
<b>Postal Code:</b>	62704		
<b>Entity Type:</b>	Limited Liability Company: ILLINOIS		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2587663		
<b>Registration Number:</b>	3777449	TAFFYSNAPZ	
<b>Registration Number:</b>	4267024	JONES NATURAL CHEWS	
<b>Registration Number:</b>	4267091	JNC JONES NATURAL CHEWS CO. DOGS KNOW TH	
<b>Registration Number:</b>	3290031	COUNTRY BUTCHER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9193293831		
<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>	9193293831		
<b>Email:</b>	ip@nelsonmullins.com		
<b>Correspondent Name:</b>	Nichole Hayden		
<b>Address Line 1:</b>	100 North Tryon Street, 42nd Floor		
<b>Address Line 4:</b>	Charlotte, NORTH CAROLINA 28202		
<b>NAME OF SUBMITTER:</b>	Nichole Hayden		
<b>SIGNATURE:</b>	/Nichole Hayden/		
<b>DATE SIGNED:</b>	05/20/2016		
<b>Total Attachments: 4</b>			
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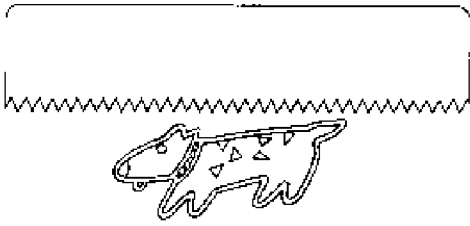

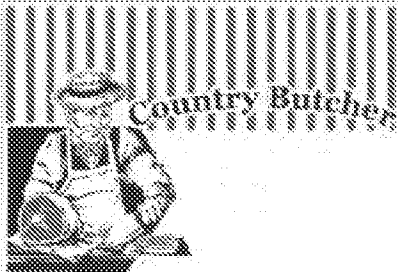
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**TRADEMARK ASSIGNMENT**

THIS TRADEMARK ASSIGNMENT (this “Trademark Assignment”), dated as of May 18, 2016, is entered into by and between Jones Natural Chews Company, an Illinois corporation (the “Assignor”), and Jones Naturals, LLC, an Illinois limited liability company (the “Assignee”).

RECITALS

WHEREAS, the Assignor and the Assignee are parties to certain Asset Purchase Agreements dated as of even date herewith (the “Purchase Agreement”), pursuant to which the Assignor agreed to sell, assign, transfer and convey certain assets to the Assignee, including the following marks and registrations with the United States Patent and Trademark Office (the “Trademarks”):

Mark	Registration / Serial No.	Status
	2,587,663	Registered
TAFFYSNAPZ	3,777,449	Registered
JONES NATURAL CHEWS	4,267,024	Registered
	4,267,091	Registered
	3,290,031	Registered

WHEREAS, the Assignor now desires to assign and transfer to the Assignee, and the Assignee desires to acquire from the Assignor, collectively, all of the Assignor's right, title and interest in and to the Trademarks and all goodwill associated therewith, in each case as provided for herein.

NOW, THEREFORE, in consideration of the mutual covenants and premises set forth in this Trademark Assignment, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

1. Assignment of Trademarks. The Assignor hereby assigns, transfers and conveys to the Assignee and its respective successors and assigns, collectively, all of the Assignor's right, title and interest in and to (a) the Trademarks and all goodwill associated therewith, and (b) all rights to income and license fees deriving from the Trademarks to the extent earned after the date hereof, and (c) all causes of action, claims and rights to damages or profits arising by reason of any past, present or future infringements or unauthorized uses of the Trademarks, and the right to sue for and collect such damages or profits, in each case as permitted by law.

2. Miscellaneous. This Trademark Assignment is one of the Ancillary Agreements to be delivered in consummation of the transactions contemplated by the Purchase Agreement. Nothing contained in this Trademark Assignment shall be deemed to supersede, amend or modify any of the terms, conditions or provisions of any Purchase Agreement or any rights or obligations of any party under any Purchase Agreement. Capitalized terms used herein, but not defined herein, shall have the meanings ascribed to such terms in the applicable Purchase Agreement.

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IN WITNESS WHEREOF, the parties hereto have executed this Trademark Assignment as of the date first written above.

ASSIGNOR:

JONES NATURAL CHEWS COMPANY

ASSIGNEE:

JONES NATURALS, LLC

  
Name: Laura L. Jones  
Title: Secretary/Treasurer

\_\_\_\_\_  
Name: L. Michelle Higdon  
Title: Chairperson

[Signature Page to Trademark Assignment]

IN WITNESS WHEREOF, the parties hereto have executed this Trademark Assignment  
as of the date first written above.

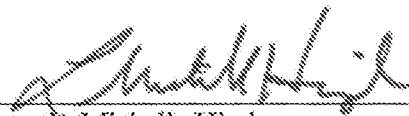
ASSIGNOR:

JONES NATURAL CHEWS COMPANY

\_\_\_\_\_  
Name: Laura L. Jones  
Title: Secretary/Treasurer

ASSIGNEE:

JONES NATURALS, LLC

  
\_\_\_\_\_  
Name: E. Michelle Higdon  
Title: Chairperson

[Signature Page to Trademark Assignment]