

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM389077

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
NUTRICOPIA, INC.		06/15/2016	Corporation: HAWAII
RECEIVING PARTY DATA			
Name:	Brio Food Company, LLC		
Street Address:	1000 Bishop Street		
Internal Address:	Suite 810		
City:	Honolulu		
State/Country:	HAWAII		
Postal Code:	96813		
Entity Type:	Limited Liability Company: HAWAII		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4622422	BRIO	
Registration Number:	4856804	IMAGINE...ICE CREAM WITH BENEFITS	
CORRESPONDENCE DATA			
Fax Number:	8085405044		
<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:	808 521 9233		
Email:	ip@cades.com		
Correspondent Name:	Keri Ann K. S. Krzykowski		
Address Line 1:	1000 Bishop Street		
Address Line 2:	12th Floor		
Address Line 4:	Honolulu, HAWAII 96813		
NAME OF SUBMITTER:	Keri Ann K. S. Krzykowski		
SIGNATURE:	/Keri Ann K. S. Krzykowski/		
DATE SIGNED:	06/23/2016		
Total Attachments: 1			
source=BRIO FOOD COMPANY - Assignment of Trademark Rights dated 6_15_16#page1.tif			

OP \$65.00 4622422

ASSIGNMENT OF TRADEMARK RIGHTS

WHEREAS, **NUTRICOPIA, INC.**, a Hawaii corporation, with a principal place of business and mailing address at 1000 Bishop Street, Suite 810, Honolulu, Hawaii 96813 (the "**Assignor**"), has adopted and is using in its business the marks "**BRIO**" and "**IMAGINE...ICE CREAM WITH BENEFITS**" (collectively, the "**Marks**") and has acquired goodwill associated with and symbolized by the Marks, and is the owner of

1. U.S. Trademark Registration No. 4,622,422 for "**BRIO**" for "Fortified food supplements in the form of frozen confectionery for human consumption" in class 5, and "Nutritionally enhanced frozen desserts, namely, ice cream substitutes" in class 30, issued on October 14, 2014; and
2. U.S. Trademark Registration No. 4,856,804 for "**IMAGINE...ICE CREAM WITH BENEFITS**" for "Nutritionally enhanced frozen desserts, namely, ice cream substitutes" in class 30, issued on November 17, 2015 (collectively, the "**Registrations**"),

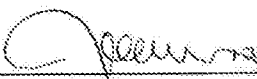
and has not abandoned the same; and

WHEREAS, **BRIO FOOD COMPANY, LLC**, a Hawaii limited liability company, with an office and mailing address at 1000 Bishop Street, Suite 810, Honolulu, Hawaii 96813 (the "**Assignee**"), is desirous of acquiring all of the Assignor's right, title and interest in and to the Marks and the Registrations, together with the goodwill of the business associated with and symbolized by the Marks;

NOW, THEREFORE, in consideration of the sum of Ten Dollars and other valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor hereby assigns to the Assignee all right, title and interest in and to the Marks (including all trademark, copyright, trade dress and other rights relating to the Marks), together with the goodwill of the business associated with and symbolized by the Marks, and the Registrations, and the right to sue for past infringement, if any there may be.

IN WITNESS WHEREOF the Assignor has executed this Assignment as of the 15th day of June, 2016

NUTRICOPIA, INC.

By 

Duane K. Kurisu
Its Vice President