

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM395057

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
H. FOX & CO., INC.		08/15/2016	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	GOLD'S PURE FOODS, LLC		
Street Address:	70 West Madison Street, Suite 5710		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60602		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 16			
Property Type	Number	Word Mark	
Registration Number:	1568653	FOX'S U-BET	
Registration Number:	1588044	FOX BRAND	
Registration Number:	1920562	FOX'S	
Registration Number:	2835111	FOX'S	
Registration Number:	3033887	FOX'S	
Registration Number:	3718455	FOX'S U-BET	
Registration Number:	4253466	U-BET	
Registration Number:	4503223	FOX'S	
Registration Number:	4827643	FOX'S U-BET ALL NATURAL CHOCOLATE SYRUP	
Registration Number:	4864056	LIL' JUG	
Serial Number:	86239630	FOX'S U-BET	
Serial Number:	86239638	U-BET	
Serial Number:	86328266	FOUNTAIN DELIGHT	
Serial Number:	86548413	FOX'S PLATER	
Serial Number:	86550597	FOX'S HONEY BLEND BASTER	
Serial Number:	86675705	COFFEE BURST	
CORRESPONDENCE DATA			
Fax Number:	3128637806		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent</i>			
TRADEMARK			

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using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: 312-863-7198
Email: nancy.brougher@goldbergkohn.com
Correspondent Name: Nancy Brougher, Paralegal
Address Line 1: Goldberg Kohn Ltd.
Address Line 2: 55 East Monroe Street, Suite 3300
Address Line 4: Chicago, ILLINOIS 60603

ATTORNEY DOCKET NUMBER:	4975.333
NAME OF SUBMITTER:	Nancy Brougher
SIGNATURE:	/njb/
DATE SIGNED:	08/15/2016

Total Attachments: 5
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ASSIGNMENT OF TRADEMARKS

WHEREAS, pursuant to an Asset Purchase Agreement dated as of August 15, 2016, H. FOX & CO., INC., a corporation organized under the laws of the State of New York, with a business address of 416 Thatford Avenue, Brooklyn, New York 11212 ("Assignor"), assigned to GOLD'S PURE FOODS, LLC, a limited liability company organized under the laws of the State of Delaware, with a place of business at 70 West Madison Street, Suite 5710, Chicago, Illinois 60602 ("Assignee"), any and all rights that Assignor had and may have had in and to the trademarks listed on Exhibit "A", attached hereto (the "Marks") and the registrations/applications for registration thereof, together with the goodwill of the business in connection with which the Marks have been used and are being used and which are symbolized by the Marks, along with the right to recover for damages and profits for past infringements thereof, or for related claims or causes of action; and

WHEREAS, Assignor desires to assign to Assignee any and all rights that it has and may have in and to the Marks and the registrations/applications for registration thereof, together with the goodwill of the business in connection with which the Marks have been used and are being used and which are symbolized by the Marks, along with the right to recover for damages and profits for past infringements thereof, or for related claims or causes of action.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by Assignor, Assignor does hereby assign unto Assignee (and agrees to further assign) all rights, title and interest in and to the Marks and the registrations/applications for registration thereof in the United States of America, together with the goodwill of the business in connection with which the Marks have been used and are being used and which are symbolized by the Marks, along with the right to recover for damages and profits for past infringements thereof, or for related claims or causes of action.

Assignor agrees to execute and deliver at the request of Assignee, all papers, instruments and assignments, and to perform any other reasonable acts that 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 in the event such evidence is deemed necessary by Assignee, to the extent such evidence is in the possession or control of Assignor.

[Remainder of Page Intentionally Left Blank, Signature page Follows]

H. Fox & Co. Inc.

By: 

Print Name: DAVID FOX


Title: PRESIDENT

Dated: AUGUST 15, 2016

Signature Page to Assignment of Trademarks – H. Fox & Co. Inc. to Gold's Pure Foods, LLC

Exhibit "A"

Registered trademarks for H. Fox & Co., Inc.

<u>Registration No.</u>	<u>Mark</u>	<u>Goods</u>
1568653	FOX'S U-BET	30: flavored syrup [and marshmallow] for use as toppings on ice cream 32: flavored syrups for use in the preparation of soft drinks.
1588044	FOX BRAND	Cl. 29: Crushed fruits and nuts for toppings on ice cream. Cl. 30: Flavored syrups for toppings on ice cream and maple flavored syrup for use on foods. Cl. 32: Flavored syrups for use in soft drinks.
1920562	FOX'S	Cl. 30: Chocolate syrup, flavored syrups and marshmallow for use on ice cream. Cl. 32: Chocolate syrup and flavored syrups for use in the preparation of soft drinks, juice mixes and concentrates.
2835111		Cl. 29: Crushed fruits and nuts for toppings on ice cream. Cl. 30: chocolate syrup, flavored syrups, [and marshmallow] for use as toppings on ice cream; maple flavored syrup for use on foods. Cl. 32: chocolate syrup and flavored syrups for use in the preparation of soft drinks, fruit juices mixes and concentrates.
3033887	FOX'S	Cl. 29: Crushed fruits and nuts for toppings on ice cream, namely, strawberry topping; pineapple topping, cherry topping and walnut topping. Cl. 30: Non-fruit toppings for ice cream, namely, butterscotch topping, caramel topping and fudge topping.
3718455	FOX'S U-BET	Cl. 30: Chocolate syrup.
4253466	U-BET	Cl. 30: Flavored syrups for use as toppings on ice cream. Cl. 32: Flavored syrups for use in the preparation of soft drinks.

4503223

FOX'S

Cl. 30: A honey substitute made from corn syrup and honey.

4827643



Cl. 30: Chocolate sauce.

4864056

LIL' JUG

Cl. 30 A honey substitute made from corn syrup and honey.

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Pending trademark applications filed by H. Fox & Co., Inc.

<u>Serial No.</u>	<u>Mark</u>	<u>Goods</u>
86239630	FOX'S U-BET	Cl. 32: Beer, stout, lager, and non-alcoholic beer
86239638	U-BET	Cl. 32: Beer, stout, lager and non-alcoholic beer.
86328266	FOUNTAIN DELIGHT	Cl. 30: Flavored syrups for use as toppings on ice cream; syrups for use on foods, namely, apricot syrups, blueberry syrup, caramel syrup, chocolate syrup, coffee syrup, dulce de leche syrup, honey syrup, pancake syrups, peach syrup, raspberry syrup and strawberry syrup. Cl. 32: Flavored syrups for use in the preparation of soft drinks.
86548413	FOX'S PLATER	Cl. 30: Thickened corn syrups, thickened sugar syrups, thickened corn and sugar syrups that are used to decorate plates used to serve desserts and fruits.
86550597	Fox's Honey Blend Baster	Cl. 30: Marinades and sauce rubs made from corn syrup, honey and food flavorings; marines and sauce rubs made with corn syrup, honey and spices; marinades and sauce rubs made with corn syrup, honey, food flavorings and spices.
86675705	COFFEE BURST	Cl. 30: Syrup for making a caffeinated coffee-based beverage; syrup for making a caffeinated chocolate-based and coffee-based beverage. Cl. 32: Syrup for making a caffeinated coffee-flavored soft drink; syrup for making a caffeinated chocolate-based and coffee-based soft drink.