

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM398978

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
HERR HOLDINGS, INC.		08/31/2016	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	HERR FOODS INC.		
Street Address:	20 Herr Drive		
Internal Address:	P.O. Box 300		
City:	Nottingham		
State/Country:	PENNSYLVANIA		
Postal Code:	19362		
Entity Type:	Corporation: PENNSYLVANIA		
PROPERTY NUMBERS Total: 24			
Property Type	Number	Word Mark	
Registration Number:	4014670	1853	
Registration Number:	4176534	DON'T WAIT FOR THE WHISTLE, START YOUR M	
Registration Number:	4896141	GO LITE!	
Registration Number:	4804077	HERR'S CARES.	
Registration Number:	1078501	HERR'S	
Registration Number:	2905866	HERR'S BITE SIZE DIPPERS TORTILLA CHIPS	
Registration Number:	2309408	HERR'S CHIPPER	
Registration Number:	3789710	HERR'S CHIPPER	
Registration Number:	4969730	HERR'S CRUNCHY CHEESTIX	
Registration Number:	2984750	HERR'S	
Registration Number:	2415602	HERR'S OLD FASHIONED HANDCOOKED POTATO C	
Registration Number:	1078502	HERR'S	
Registration Number:	4534458	HIPPIY HOLLOW	
Registration Number:	3390017	HIS	
Registration Number:	4195408	HONEST, HARD WORKING FLAVORS	
Registration Number:	3385051	LIVE LIFE WITH FLAVOR	
Registration Number:	1563555	MAKE HERR'S YOURS	
Registration Number:	1460244	HERR'S PENNSYLVANIA DUTCH STYLE POTATO C	

OP \$615.00 4014670

Property Type	Number	Word Mark
Registration Number:	4680067	PRETZLERS
Registration Number:	4088245	RIGHT FIT
Registration Number:	4161767	THE FLAVOR MILL
Registration Number:	3578748	THE NEW YORKER
Registration Number:	4856282	WAFFLE WORKS WW
Serial Number:	86933904	VEG ABLES CRISPY, POTATO / VEGGIE SNACKS

CORRESPONDENCE DATA

Fax Number: 7037399577
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.
Phone: (703) 739 4900
Email: btaylor@stites.com
Correspondent Name: Brewster Taylor
Address Line 1: 1800 Diagonal Rd.
Address Line 2: Suite 325
Address Line 4: Alexandria, VIRGINIA 22314

NAME OF SUBMITTER:	Brewster Taylor
SIGNATURE:	/BT/
DATE SIGNED:	09/19/2016

Total Attachments: 6
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ASSIGNMENT

WHEREAS, HERR HOLDINGS, INC. ("Assignor"), a corporation organized under the laws of Delaware with principal offices located at Suite 210B, Baynard Building 3411 Silverside Road, Wilmington, Delaware 1981-04812, adopted and used trademarks and service marks including the marks which are shown in the attached Schedules A and B and obtained registrations and filed applications for registration therefor in the United States as shown in the attached Schedule A and in other countries as shown in the attached Schedule B;

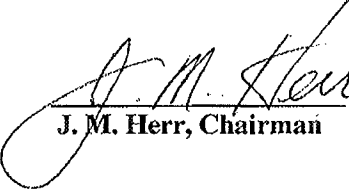
WHEREAS, HERR FOODS INC. ("Assignee"), a corporation organized under the laws of Pennsylvania, with principal offices located at 20 Herr Drive, P.O. Box 300, Nottingham, Pennsylvania, was desirous of acquiring said marks and the registrations and applications thereof shown in the attached Schedules A and B;

NOW, THEREFORE, in consideration of the foregoing and other good and valuable consideration, including consideration in the amount of \$10.00, Assignor hereby assigns effective August 31, 2016, all of its right, title and interest in any and all trademarks and service marks in which it has ownership rights, including but not limited to the marks shown in the attached Schedules A and B and the registrations and applications for registration therefor shown in the attached Schedules A and B, together with the good will of the business symbolized by the marks, the assets of the businesses to which the marks pertain, which business is ongoing and existing, for Assignee's own use and enjoyment and for the use and enjoyment of Assignee's successors and assigns forever, as fully and entirely as the same would have been held and enjoyed by Assignor had the assignment set forth herein not been made, and together with all rights of action, claims for damages, profits and costs, and all other demands for any sum or sums of money whatsoever which it has or may have either at law or in equity, against any and all persons, firms, corporations or associations by reason of any infringement upon said marks.

IN WITNESS WHEREOF, the undersigned have executed this Confirmation Assignment by their
duly authorized officers.

HERR HOLDINGS INC.

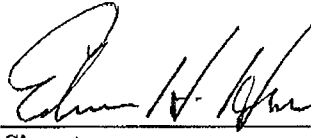
August 31, 2016




J. M. Herr, Chairman

HERR FOODS INC.

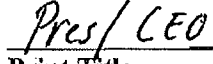
August 31, 2016



Signature



Print Name



Print Title

SCHEDULE A.

Trademark	Case Number	Status Classes	Application Number/ Date	Registration Number/ Date
1853 stylized	T06227US00	Registered 29 Int.	85/005,051 02-Apr-2010	4,014,670 23-Aug-2011
DON'T WAIT FOR THE WHISTLE, START YOUR MUNCH-BREAK NOW!	T06654US00	Registered 29 Int. 30 Int.	85/232,005 02-Feb-2011	4,176,534 17-Jul-2012
GO LITE! plus design	T07508US00	Registered 030 Int. 029 Int.	86/247,021 09-Apr-2014	4,896,141 02-Feb-2016
HERR'S CARES. plus design	T07674US00	Registered 030 Int.	86/521,640 02-Feb-2015	4,804,077 01-Sep-2015
HERR'S	T00420US0	Registered 29 Int.	73/077,460 17-Feb-1976	1,078,501 29-Nov-1977
HERR'S BITE SIZE DIPPERS TORTILLA CHIPS and design	T04929US00	Registered 030 Int.	76/535,305 06-Aug-2003	2,905,866 30-Nov-2004
HERR'S CHIPPER plus design	T03465US0	Registered 030 Int.	75/656,688 09-Mar-1999	2,309,408 18-Jan-2000
HERR'S CHIPPER plus design	T06364US00	Registered 30 Int.	77/804,236 13-Aug-2009	3,789,710 18-May-2010
HERR'S CRUNCHY CHEESTIX		Registered 30 Int.	86/497,341 7-Jan-2015	4,969,730 31-May-2016

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SCHEDULE A.

Trademark	Case Number	Status Classes	Application Number/ Date	Registration Number/ Date
HERR'S logo	T05102US00	Registered 29 Int. 30 Int.	76/595,270 03-Jun-2004	2,984,750 16-Aug-2005
HERR'S OLD- FASHIONED HAND-COOKED POTATO CHIPS plus design	T03830US0	Registered 029 Int.	75/842,232 05-Nov-1999	2,415,602 26-Dec-2000
HERR'S plus design	T01464US0	Registered 29 Int. 30 Int.	73/077,461 17-Feb-1976	1,078,502 29-Nov-1977
HIPPITY HOLLOW stylized/plus design	T07008US00	Registered 030 Int.	85/831,669 24-Jan-2013	4,534,458 20-May-2014
HIS plus design	T05374US00	Registered 29 Int.	78/810,789 09-Feb-2006	3,390,017 26-Feb-2008
HONEST, HARD WORKING FLAVORS	T06655US00	Registered 29 Int. 30 Int.	85/232,035 02-Feb-2011	4,195,408 21-Aug-2012
LIVE LIFE WITH FLAVOR	T06113US00	Registered 29 Int. 30 Int.	77/217,889 28-Jun-2007	3,385,051 19-Feb-2008
MAKE HERR'S YOURS	T00988US0	Registered 29 Int. 31 Int.	73/743,515 01-Aug-1988	1,563,555 31-Oct-1989

SCHEDULE A.

Trademark	Case Number	Status Classes	Application Number/ Date	Registration Number/ Date
PENNSYLVANIA DUTCH STYLE POTATO CHIPS AND DESIGN	T01465US0	Registered 29 Int.	73/613,114 05-Aug-1986	1,460,244 06-Oct-1987
PRETZLERS plus design	T07537US00	Registered 030 Int.	86/289,288 22-May-2014	4,680,067 27-Jan-2015
RIGHT FIT plus design	T06150US00	Registered 29 Int. 30 Int.	77/584,334 02-Oct-2008	4,088,245 17-Jan-2012
THE FLAVOR MILL stylized plus design	T06558US00	Registered 029 Int. 030 Int.	85/112,506 20-Aug-2010	4,161,767 19-Jun-2012
THE NEW YORKER	T06002US00	Registered 29 Int.	77/357,064 20-Dec-2007	3,578,748 24-Feb-2009
VEGABLES CRISPY POTATO/ VEGGIE SNACKS		Pending 29 Int.	86/933,904 9-Mar-2016	
WAFFLE WORKS plus design	T07375US00	Registered 030 Int.	86/228,349 21-Mar-2014	4,856,282 17-Nov-2015