

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM411066

<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>
ASB, LLC		01/03/2017	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Amplify Snack Brands, Inc.		
<b>Street Address:</b>	500 West 5th Street		
<b>City:</b>	Austin		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	78701		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4465972	POSHCORN	
<b>Registration Number:</b>	4613245	POSHCORN	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4155990210		
<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>	415-599-0210		
<b>Email:</b>	tadmin@braunhagey.com, shadow@braunhagey.com		
<b>Correspondent Name:</b>	J. Noah Hagey		
<b>Address Line 1:</b>	220 Sansome Street		
<b>Address Line 2:</b>	2nd Floor		
<b>Address Line 4:</b>	San Francisco, CALIFORNIA 94104-2711		
<b>ATTORNEY DOCKET NUMBER:</b>	POSHCORN (ASB to Amp)		
<b>NAME OF SUBMITTER:</b>	J. Noah Hagey		
<b>SIGNATURE:</b>	/jnhagey/		
<b>DATE SIGNED:</b>	01/04/2017		
<b>Total Attachments: 1</b>			
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

TRADEMARK ASSIGNMENT

WHEREAS, ASB, LLC a limited liability company duly organized and existing under the laws of the State of Delaware with its address at 1209 Orange Street, Wilmington, Delaware 19801 (“Assignor”) owns all the right, title and interest in and to the federal trademark registrations of the following marks (the “Marks”):

Serial Number	Title/Mark	Country	File Date	Registration No.	Registration Date
86199209	POSHCORN	U.S.	02/20/2014	4613245	9/30/2014
85951485	POSHCORN	U.S.	06/05/2013	4465972	1/14/2014

WHEREAS, Amplify Snack Brands, Inc. a Delaware corporation, (“Assignee”), desires to acquire all right, title and interest in and to the Marks, the registrations thereof, and the goodwill associated therewith.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby conveys and assigns to Assignee all of Assignor’s right, title and interest in and to the Marks together with all of Assignor’s goodwill in the business represented and symbolized thereby with all of Assignor’s rights to sue and recover damages and/or profits for past infringements.

Executed on January 5, 2017

FOR ASSIGNOR ALLISON R HAGEY:

Signature: Allison Hagey  
Allison R Hagey

1/25/2017  
Date