

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM414248

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT		
<b>EFFECTIVE DATE:</b>	12/07/2016		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Willow Wood Partners One, LLC		01/30/2017	Limited Liability Company: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Chobani, LLC		
<b>Street Address:</b>	147 State Highway 320		
<b>City:</b>	Norwich		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	13815		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86598841	WE BELIEVE IN FOOD	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6178327000		
<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>	617-832-1000		
<b>Email:</b>	ustrademark@foleyhoag.com		
<b>Correspondent Name:</b>	Joshua S. Jarvis, Esq.		
<b>Address Line 1:</b>	155 Seaport Boulevard		
<b>Address Line 2:</b>	Seaport West		
<b>Address Line 4:</b>	Boston, MASSACHUSETTS 02210-2600		
<b>NAME OF SUBMITTER:</b>	Joshua S. Jarvis, Esq.		
<b>SIGNATURE:</b>	/Joshua S. Jarvis, Esq./		
<b>DATE SIGNED:</b>	01/31/2017		
<b>Total Attachments: 1</b>			
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OP \$40.00 86598841

Schedule 1

**ASSIGNMENT**

This Assignment is made by Willow Wood Partners One, LLC d/b/a New Barn, a California limited liability company located at 141 North Street Suite A, Healdsburg, CA 95448 (“Assignor”), and to Chobani, LLC, a Delaware limited liability company located at 147 State Highway 320, Norwich, NY 13815 (“Assignee”).

**WHEREAS**, Assignor is the owner of the trademark WE BELIEVE IN FOOD (the “Trademark” or “Mark”) and the corresponding application filed with and pending before the United States Trademark Office - Ser. No. 86/598,841 (the “Application”);

**WHEREAS**, pursuant to a certain Trademark Assignment And License Agreement (“Agreement”) between Assignor and Assignee, Assignor transferred to Assignee all right, title and interest in and to the Trademark, together with the goodwill of the business connected with the use of and symbolized by the Mark, and the right to sue and recover for past infringement of the Mark; and

**WHEREAS**, pursuant to the Agreement, Assignor wishes to assign the Trademark and Application to Assignee.

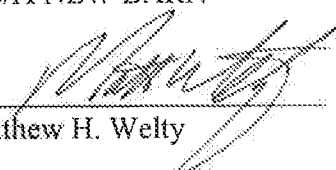
**NOW, THEREFORE**, in consideration of the foregoing and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

Assignor hereby assigns to Assignee all right, title and interest in the Trademark and Application, including the rights of maintenance, renewal and protection thereof. Assignor agrees to provide all assistance reasonably requested by Assignee in the establishment and recordation of Assignee’s rights in and to the Trademark and Application.

Date: January 30, 2017

Assignor:

WILLOW WOOD PARTNERS ONE, LLC  
D/B/A NEW BARN

By:   
Matthew H. Welty

General Counsel