

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM418043

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
O Olive Oil, Inc.		03/01/2017	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Landec Corporation		
Street Address:	3603 Haven Avenue		
City:	Menlo Park		
State/Country:	CALIFORNIA		
Postal Code:	94025		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 17			
Property Type	Number	Word Mark	
Serial Number:	87337606	O SONOMA	
Serial Number:	87239253	O OLIVE OIL & VINEGAR	
Registration Number:	4925608	O CALIFORNIA ORGANIC EXTRA VIRGIN OLIVE	
Registration Number:	4447187	O FIG BALSAMIC VINEGAR	
Registration Number:	4554405	O ULTRA EVO	
Registration Number:	4665524	O CUVÉE CHAMPAGNE VINEGAR	
Registration Number:	4680501	O CITRUS CHAMPAGNE VINEGAR	
Registration Number:	3992124	OOO SONOMA	
Registration Number:	3193007	O OLIVE OIL	
Registration Number:	2961017	O YUZU RICE VINEGAR	
Registration Number:	2926971	O GINGER RICE VINEGAR	
Registration Number:	2702724	O CABERNET VINEGAR	
Registration Number:	2700557	O CHAMPAGNE VINEGAR	
Registration Number:	2388728	O SHERRY VINEGAR	
Registration Number:	2407247	O EXTRA VIRGIN	
Registration Number:	2230974	O ZINFANDEL VINEGAR	
Registration Number:	2176781	O OLIVE OIL	
CORRESPONDENCE DATA			

CH \$440.00 87337606

Fax Number: 4142735198

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: 414-273-3500

Email: sdelsman@gklaw.com

Correspondent Name: Shane Delsman; Godfrey & Kahn, S.C.

Address Line 1: 833 East Michigan Street, Suite 1800

Address Line 4: Milwaukee, WISCONSIN 53202-5615

NAME OF SUBMITTER:	Shane Delsman
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SIGNATURE:	/Shane Delsman/
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DATE SIGNED:	03/02/2017
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Total Attachments: 5

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is entered into effective as of March 1, 2017 (the "Effective Date"), by and between LANDEC CORPORATION, a Delaware corporation ("Assignee"), and O OLIVE OIL, INC., a California corporation ("Assignor").

RECITALS

WHEREAS, Assignor owns all right, title, and interest in and to the trademarks identified in Exhibit A attached hereto, any associated applications and registrations thereof, any related common law rights and any goodwill associated with such trademark (collectively, the "Assigned Trademarks"); and

WHEREAS, in connection with that certain Asset Purchase Agreement, dated as of the Effective Date, by and among Assignor, Assignee, Greg A. Hinson and Mario J. Aranda (the "Purchase Agreement"), Assignee shall acquire all rights throughout the world in and to, along with the right to recover damages and profits for past and future infringements of, the Assigned Trademarks and any applications and registrations therefor, together with the goodwill of the business in connection with which the Assigned Trademarks are used.

AGREEMENT

NOW, THEREFORE, for the good and valuable consideration set forth in the Purchase Agreement, the sufficiency of which is hereby acknowledged and agreed, as of the Effective Date, and subject in all respects to the terms and conditions thereof, Assignor hereby assigns and transfers unto Assignee all right, title, and interest in and to the Assigned Trademarks and any applications or registrations therefor, together with all common law rights therein, the goodwill of the business in connection with which the Assigned Trademarks are used and which is symbolized by the Assigned Trademarks throughout the world, all renewals thereof, and all rights of action, powers, and benefits accrued thereto, including the right to sue for and collect damages and profits for past and future infringements thereof, to be held and enjoyed by Assignee for its own use and benefit and for its successors and assigns.

Where appropriate, Assignor authorizes and requests the Commissioner of Trademarks of the United States Patent and Trademark Office, whose duty it is to register trademarks, to record Assignee as the assignee and owner of the Assigned Trademarks.

Assignee and Assignor hereby further undertake that they will execute such additional documents and take such further actions as may be reasonably required in order to confirm and further effectuate the assignment of the Assigned Trademarks by Assignor to Assignee.

This Trademark Assignment (i) may be executed by facsimile, portable document format or other electronic signature pages and in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument; (ii) shall be binding upon and inure to the benefit of the parties hereto, and each of their successors and assigns; (iii) shall be construed and interpreted according to the laws of the State of California, excluding any choice of law rules that may direct the application of the laws of

another jurisdiction; and (iv) may not be amended or modified unless in writing and signed by Assignee and Assignor.

[Signature Page Follows]

IN WITNESS WHEREOF, this Trademark Assignment is duly executed by the undersigned as of the Effective Date.

ASSIGNOR:

O OLIVE OIL, INC.

By: _____

Name: Greg A. Hinson

Title: President/Founder

ASSIGNEE:

LANDEC CORPORATION

By: _____

Name: Gregory Skinner

Title: Chief Financial Officer and Vice

President of Finance and Administration

TRADEMARK

REEL: 005999 FRAME: 0457

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By: _____

Name: Greg A. Hinson

Title: President/Founder

ASSIGNEE:

LANDEC CORPORATION

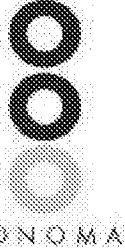
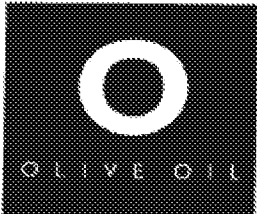
By:  _____

Name: Gregory Skinner

Title: Chief Financial Officer and Vice
President of Finance and Administration

EXHIBIT A

Assigned Trademarks

MARK	COUNTRY	SERIAL [REGISTRATION] NUMBER	FILING [REGISTRATION] DATE	RECORD OWNER
O SONOMA	US	87/337,606	02/15/2017	O OLIVE OIL, INC.
O OLIVE OIL & VINEGAR	US	87/239,253	11/16/2016	O OLIVE OIL, INC.
O CALIFORNIA ORGANIC EXTRA VIRGIN OLIVE OIL	US	[4,925,608]	[03/29/2016]	O OLIVE OIL, INC.
O FIG BALSAMIC VINEGAR	US	[4,447,187]	[12/10/2013]	O OLIVE OIL, INC.
O ULTRA EVO	US	[4,554,405]	[06/24/2014]	O OLIVE OIL, INC.
O CUVEE CHAMPAGNE VINEGAR	US	[4,665,524]	[01/06/2015]	O OLIVE OIL, INC.
O CITRUS CHAMPAGNE VINEGAR	US	[4,680,501]	[02/03/2015]	O OLIVE OIL, INC.
	US	[3,992,124]	[07/12/2011]	O OLIVE OIL, INC.
O OLIVE OIL	US	[3,193,007]	[01/02/2007]	O OLIVE OIL, INC.
O YUZU RICE VINEGAR	US	[2,961,017]	[06/07/2005]	O OLIVE OIL, INC.
O GINGER RICE VINEGAR	US	[2,926,971]	[02/15/2005]	O OLIVE OIL, INC.
O CABERNET VINEGAR	US	[2,702,724]	[04/01/2003]	O OLIVE OIL, INC.
O CHAMPAGNE VINEGAR	US	[2,700,557]	[03/25/2003]	O OLIVE OIL, INC.
O SHERRY VINEGAR	US	[2,388,728]	[09/19/2000]	O OLIVE OIL, INC.
O EXTRA VIRGIN	US	[2,407,247]	[11/21/2000]	O OLIVE OIL, INC.
O ZINFANDEL VINEGAR	US	[2,230,974]	[03/09/1999]	O OLIVE OIL, INC.
	US	[2,176,781]	[07/28/1998]	O OLIVE OIL, INC.