

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM418647

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	12/01/2016		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
United Broadcasting Company, Ltd.		03/03/2017	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	Whole Foods Market IP, L.P.		
Street Address:	550 Bowie Street, 6th Floor		
City:	Austin		
State/Country:	TEXAS		
Postal Code:	78703		
Entity Type:	Limited Partnership: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3253018	EAT REAL FOOD	
CORRESPONDENCE DATA			
Fax Number:	5123225201		
<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>			
Phone:	512-322-5200		
Email:	tmcentral@pirkeybarber.com		
Correspondent Name:	Christopher L. Graff		
Address Line 1:	600 Congress Avenue, Suite 2120		
Address Line 4:	Austin, TEXAS 78701		
ATTORNEY DOCKET NUMBER:	WFMJ223US		
NAME OF SUBMITTER:	Katrina Ripperda		
SIGNATURE:	/kar/		
DATE SIGNED:	03/07/2017		
Total Attachments: 1			
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OP \$40.00 3253018

CONFIRMATORY ASSIGNMENT OF TRADEMARKS

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which are hereby acknowledged, the undersigned United Broadcasting Company, Ltd., a New York Corporation, with an address of PO BOX 1, Lindenhurst New York 11757, U.S.A. ("ASSIGNOR"), confirms that it has agreed to assign, and does now hereby assign effective as of December 1, 2016, to Whole Foods Market IP, L.P., a Delaware limited partnership having an address of 550 Bowie Street, 6th Floor, Austin, Texas 78703, U.S.A. ("ASSIGNEE"), all of its right, title and interest worldwide in and to the trademarks EAT REAL FOOD and EAT REAL FOODS (the "Marks") and all rights derived thereunder, including U.S. Registration No. 3,253,018 and Canadian Application No. 1,793,347, together with the goodwill of the business connected with the use of the Marks and that portion of the business to which the Marks pertain.

ASSIGNOR hereby assigns, transfers and sets over and onto ASSIGNEE, its right to apply for and the privilege of applying for, obtaining, and maintaining registration of the Marks in any jurisdiction including any proceedings, demands and choses-in-action, of any nature in any jurisdiction, the same to be held and enjoyed by the ASSIGNEE, as fully and completely as by ASSIGNOR had this assignment not been made.

This assignment is deemed to have become effective as from December 1, 2016.

UNITED BROADCASTING COMPANY, LTD.

By: *David Woods*

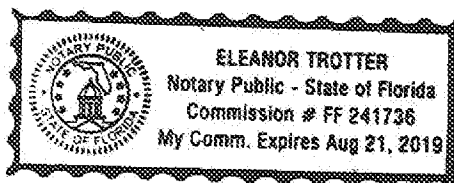
Name: David Woods

Title: President

STATE OF Florida
COUNTY OF Volusia

On this 3 day of March, 2017, before me appeared David Woods, known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that he is authorized to execute the same on behalf of United Broadcasting Company, Ltd., and that he executed the same on behalf of the company for the purposes and consideration therein expressed.

Eleanor Trotter
Notary Public



Trademark Assignment

RECORDED: 03/07/2017

TRADEMARK
REEL: 006002 FRAME: 0674