

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM419762

<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>
WHB Company, Inc.		02/17/2005	Corporation: OKLAHOMA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	WHB Licensing, LP		
<b>Street Address:</b>	3000 NE 63rd Street		
<b>City:</b>	Oklahoma City		
<b>State/Country:</b>	OKLAHOMA		
<b>Postal Code:</b>	73121		
<b>Entity Type:</b>	Limited Partnership: TEXAS		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1428618	BRAUM'S	
<b>Registration Number:</b>	1895212	B	
<b>Registration Number:</b>	2337489	B	
<b>Registration Number:</b>	2337490	BRAUM'S	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4052287302		
<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>	405-552-2302		
<b>Email:</b>	cliff.dougherty@mcafeetaft.com		
<b>Correspondent Name:</b>	Clifford C. Dougherty, III		
<b>Address Line 1:</b>	211 N. Robinson		
<b>Address Line 2:</b>	10th Floor, Two Leadership Square		
<b>Address Line 4:</b>	Oklahoma City, OKLAHOMA 73102		
<b>ATTORNEY DOCKET NUMBER:</b>	03685.00781		
<b>NAME OF SUBMITTER:</b>	Clifford C. Dougherty, III		
<b>SIGNATURE:</b>	/CCD,III/		
<b>DATE SIGNED:</b>	03/15/2017		
<b>Total Attachments: 2</b>			

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*WHB Licensing, LP*

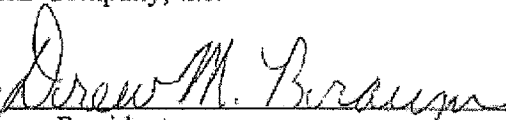
**Assignment of IP Assets**  
(WHB Company, Inc.)

FOR VALUE RECEIVED, WHB Company, Inc. ("Assignor"), an Oklahoma corporation formerly named W. H. Braum, Inc., hereby assigns, transfers and delivers those certain items of intellectual property, including patents, copy rights, trade names, trade secrets and proprietary data (the "IP Assets") described in Exhibit A attached hereto 99% to WHB Licensing, LP and 1% to WHB Land, LLC ("Assignees"), free and clear of all liens and encumbrances.

Assignor agrees to execute and deliver to Assignees such other and further instruments of transfer, including transfer instruments in recordable form, as Assignees shall reasonably request.

EXECUTED as of the 17<sup>th</sup> day of February, 2005.

WHB Company, Inc.

By   
President

FOR VALUE RECEIVED, WHB Land, LLC hereby assigns, transfers and delivers unto WHB Licensing, LP its 1% interest in the IP Assets, free and clear of all liens and encumbrances.

EXECUTED as of the 17<sup>th</sup> day of February, 2005.

WHB Land, LLC

By   
President and Manager

EXHIBIT A  
To  
Assignment of IP Assets

1 Braum's

2



3 Carbwatch

4 Fresh Market

5 Braum's Online

6 Right From The Start

7



8 Braum's Ice Cream & Dairy Stores

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