

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM422884

| | |
|------------------------------|----------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | CHANGE OF NAME |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|---------------------------|----------|----------------|----------------------------------------|
| Johnsonville Sausage, LLC | | 04/05/2017 | Limited Liability Company: DELAWARE |

RECEIVING PARTY DATA

| | |
|------------------------|-------------------------------------|
| Name: | Johnsonville, LLC |
| Street Address: | N6928 Johnsonville Way |
| City: | Sheboygan Falls |
| State/Country: | WISCONSIN |
| Postal Code: | 53085 |
| Entity Type: | Limited Liability Company: DELAWARE |

PROPERTY NUMBERS Total: 46

| Property Type | Number | Word Mark |
|----------------|----------|----------------------------------------|
| Serial Number: | 87308912 | BUTCHER'S SON |
| Serial Number: | 87293790 | THE BUTCHER'S SON |
| Serial Number: | 87305486 | BRUNCHSPIRED |
| Serial Number: | 87305476 | BRUNCHSPIRATION |
| Serial Number: | 87021847 | MADE THE JOHNSONVILLE WAY. |
| Serial Number: | 87141938 | TAILGATEVILLE |
| Serial Number: | 87178684 | TASTES BETTER BECAUSE IT'S MADE BETTER |
| Serial Number: | 86927279 | FAMILY OWNED SINCE 1945 JOHNSONVILLE |
| Serial Number: | 86745906 | JOHNSONVILLE SAUSAGE BOWL |
| Serial Number: | 86334982 | GRILLED FOR YOU |
| Serial Number: | 86682918 | BRATSGIVING |
| Serial Number: | 86422988 | JOHNSONVILLE NATURALS |
| Serial Number: | 86653273 | GRILLTIME |
| Serial Number: | 86768729 | BIG TASTE FROM A SMALL TOWN |
| Serial Number: | 86657949 | BRAT SIGNAL |
| Serial Number: | 86730147 | JOHNSONVILLE SIZZLING SAUSAGE GRILL |
| Serial Number: | 86573892 | SMOLDERIN' |
| Serial Number: | 86311113 | JOHNSONVILLE SAUSAGE MARKETPLACE |
| Serial Number: | 86118086 | JOHNSONVILLE GRILLERS |

TRADEMARK

| Property Type | Number | Word Mark |
|----------------|----------|------------------------------------------|
| Serial Number: | 86573891 | COMIN' IN HOT |
| Serial Number: | 86573888 | GIDDY UP |
| Serial Number: | 85581117 | BRATTENDER |
| Serial Number: | 78265641 | SIMPLY ITALIAN |
| Serial Number: | 78141202 | TRUE ITALIAN TASTE |
| Serial Number: | 78135714 | BIG TASTE GRILL |
| Serial Number: | 78134334 | BIG TASTE |
| Serial Number: | 77911646 | DELI BITES |
| Serial Number: | 77909327 | DISCOVER WHAT LEGENDARY FLAVOR CAN DO |
| Serial Number: | 77959197 | BRATTITUDE |
| Serial Number: | 77750290 | SAUSAGE IS ALL WE DO |
| Serial Number: | 77247581 | BEDDAR WITH CHEDDAR |
| Serial Number: | 75913562 | THE BEST TASTE ON THE GRILL |
| Serial Number: | 75286195 | CHARLIE MURPHY'S COOKIN' JOHNSONVILLE BR |
| Serial Number: | 75286185 | LUCK OF THE IRISH O'GARLIC |
| Serial Number: | 75235334 | JOHNSONVILLE VERMONT MAPLE SYRUP BREAKFA |
| Serial Number: | 75017604 | TRUE ITALIAN TASTE. PERRI |
| Serial Number: | 75441939 | THE INGREDIENT SAUSAGE |
| Serial Number: | 75439278 | WAKE UP TO BIG TASTE |
| Serial Number: | 75439120 | WAKE UP TO JOHNSONVILLE |
| Serial Number: | 75286196 | PRIMO |
| Serial Number: | 74512474 | SIMPLY ITALIAN |
| Serial Number: | 74512470 | |
| Serial Number: | 74500071 | BIG TASTE FROM A SMALL TOWN |
| Serial Number: | 74567792 | BRATOBERFEST |
| Serial Number: | 73174941 | JOHNSONVILLE |
| Serial Number: | 73179842 | PERRI |

CORRESPONDENCE DATA

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: 4142733500

Email: bgilpin@gklaw.com

Correspondent Name: Brian G. Gilpin

Address Line 1: 833 East Michigan Street, Suite 1800

Address Line 2: Godfrey & Kahn, S.C.

Address Line 4: Milwaukee, WISCONSIN 53202-5615

ATTORNEY DOCKET NUMBER: 019280-0438

| | |
|---------------------------------------------------------------------------------------------------------|-------------------|
| NAME OF SUBMITTER: | Brian G. Gilpin |
| SIGNATURE: | /brian g. gilpin/ |
| DATE SIGNED: | 04/06/2017 |
| Total Attachments: 2 source=JSLtoJLnamechange#page1.tif source=JSLtoJLnamechange#page2.tif | |

Delaware

The First State

Page 1

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "JOHNSONVILLE SAUSAGE, LLC", CHANGING ITS NAME FROM "JOHNSONVILLE SAUSAGE, LLC" TO "JOHNSONVILLE, LLC", FILED IN THIS OFFICE ON THE FIFTH DAY OF APRIL, A.D. 2017, AT 9:57 O`CLOCK A.M.




Jeffrey W. Bullock, Secretary of State

3160852 8100
SR# 20172268087

You may verify this certificate online at corp.delaware.gov/authver.shtml

Authentication: 202326007
Date: 04-05-17

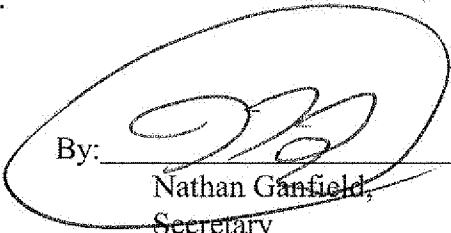
TRADEMARK
REEL: 006029 FRAME: 0147

**CERTIFICATE OF AMENDMENT
TO
CERTIFICATE OF FORMATION
OF
JOHNSONVILLE SAUSAGE, LLC**

1. The name of the limited liability company is Johnsonville Sausage, LLC.
2. The Certificate of Formation of the limited liability company is hereby amended by striking out Paragraph 1 thereof and substituting in lieu thereof the following new Paragraph 1:
 1. Name. The name of the limited liability company is "Johnsonville, LLC".

Executed on April 5, 2017.

By: _____


Nathan Ganfield,
Secretary

QB43377937.1

State of Delaware
Secretary of State
Division of Corporations
Delivered 09:57 AM 04/05/2017
FILED 09:57 AM 04/05/2017

SS 01/2/2017 File Number 3160852
TRADEMARK

RECORDED: 04/06/2017

REEL: 006029 FRAME: 0148