

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM431180

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bright Bar Co.		05/29/2017	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Bright Foods, LLC		
Street Address:	2245 Bronson Hill Drive		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90068		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	87207029	BRIGHT	
Serial Number:	86897514	BRIGHT BAR	
Serial Number:	87207036	BRIGHT FROM THE SOURCE	
CORRESPONDENCE DATA			
Fax Number:	4155990210		
<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:	415-599-0210		
Email:	tadmin@braunhagey.com, shadow@braunhagey.com		
Correspondent Name:	J. Noah Hagey		
Address Line 1:	220 Sansome Street, 2nd Floor		
Address Line 4:	San Francisco, CALIFORNIA 94104-2711		
ATTORNEY DOCKET NUMBER:	Bright Bar to Bright Food		
NAME OF SUBMITTER:	J. Noah Hagey		
SIGNATURE:	/jnhagey/		
DATE SIGNED:	06/14/2017		
Total Attachments: 2			
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OP \$90.00 87207029

ASSIGNMENT OF TRADEMARK

This Assignment of Trademark (the "Assignment") dated May 29, 2017 (the "Effective Date"), is made by and between **Bright Bar Co.**, a California corporation with an address of 2245 Bronson Hill Drive, Los Angeles, California 90068 ("Assignor"), and **Bright Foods, LLC**, a Delaware limited liability company with an address of 2245 Bronson Hill Drive, Los Angeles, California 90068 ("Assignee"), collectively referred to herein as the "Parties".

Recitals

Assignor wishes to assign all of its rights, title, and interest in and to the marks listed in Exhibit A to this Assignments (the "Marks"), together with the goodwill of the business associated therewith, and symbolized by the Marks, to Assignee in accordance with the provisions of this Assignment, and Assignee wishes to accept such assignment.

Agreement

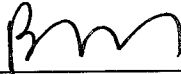
In consideration of the foregoing recitals, the mutual agreements, provisions and covenants contained herein, and for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee agree as follows:

- (a) Assignor hereby transfers, conveys and assigns the Marks to Assignee. Assignor further transfers, conveys and assigns to Assignee, without any additional consideration, all goodwill associated with the Marks.
- (b) Assignor further hereby agrees that Assignee shall have the right to record this instrument of assignment in the United States Patent and Trademark Office.

In Witness Whereof, the Parties have caused this Assignment to be executed by their duly authorized representatives.

Assignee:
Bright Bar Co.

Assignee:
Bright Foods, LLC

By 
Name: Brenden Schaefer
Title: President & CEO, Treasurer and Secretary

By: Bright Bar Co., a California benefit corporation and Managing Member of Bright Foods, LLC

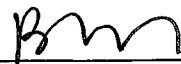
By 
Name: Brenden Schaefer
Title: President & CEO, Treasurer and Secretary

EXHIBIT A

List of Marks and Registrations Transferred

Mark	Country	Appl. No.	Reg. No.	Status
<i>bright.</i>	United States	87207029	---	Pending
BRIGHT BAR	United States	86897514	---	Pending
BRIGHT FROM THE SOURCE	United States	87207036	---	Pending