

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM431376

|   |  |                               |                      |
|---|--|-------------------------------|----------------------|
| <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>   |
| Haribo GmbH & Co. KG  |  | 06/13/2017                    | Corporation: GERMANY |
| <b>RECEIVING PARTY DATA</b>   |  |                               |                      |
| <b>Name:</b>  | HARIBO Holding GmbH & Co. KG                       |                               |                      |
| <b>Street Address:</b>  | Hans-Riegel-Straße 1                               |                               |                      |
| <b>City:</b>  | Bonn   |                               |                      |
| <b>State/Country:</b>   | GERMANY  |                               |                      |
| <b>Postal Code:</b>   | 53129  |                               |                      |
| <b>Entity Type:</b>   | Corporation: GERMANY                               |                               |                      |
| <b>PROPERTY NUMBERS Total: 1</b>  |  |                               |                      |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>              |                      |
| <b>Registration Number:</b>   | 1452374  | KIDS AND GROWN-UPS LOVE IT SO |                      |
| <b>CORRESPONDENCE DATA</b>  |  |                               |                      |
| <b>Fax Number:</b>  | 3126165700   |                               |                      |
| <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>   | 312-616-5600                                       |                               |                      |
| <b>Email:</b>   | trademark@leydig.com                               |                               |                      |
| <b>Correspondent Name:</b>  | Mark J. Liss                                       |                               |                      |
| <b>Address Line 1:</b>  | Two Prudential Plaza, 180 N. Stetson Ave           |                               |                      |
| <b>Address Line 2:</b>  | Suite 4900   |                               |                      |
| <b>Address Line 4:</b>  | Chicago, ILLINOIS 60601                            |                               |                      |
| <b>DOMESTIC REPRESENTATIVE</b>  |  |                               |                      |
| <b>Name:</b>  | Mark J. Liss                                       |                               |                      |
| <b>Address Line 1:</b>  | Two Prudential Plaza, 180 N. Stetson Ave           |                               |                      |
| <b>Address Line 2:</b>  | Suite 4900   |                               |                      |
| <b>Address Line 4:</b>  | Chicago, ILLINOIS 60601                            |                               |                      |
| <b>NAME OF SUBMITTER:</b>   | Mark J. Liss                                       |                               |                      |
| <b>SIGNATURE:</b>   | /Mark J. Liss/                                     |                               |                      |
| <b>DATE SIGNED:</b>   | 06/15/2017   |                               |                      |

CH \$40.00 1452374

**Total Attachments: 2**

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ASSIGNMENT OF TRADEMARK

WHEREAS, Haribo GmbH & Co. KG, a corporation of Germany, having a place of business at Hans-Riegel-Straße 1, Bonn, Germany 53129 (hereinafter "Assignor"), has adopted, used, is using, and is the owner of all right, title and interest in and to the following Mark now registered in the United States Patent and Trademark Office:

| <u>Mark</u>                      | <u>Registration No.</u> | <u>Date of Registration</u> |
|----------------------------------|-------------------------|-----------------------------|
| KIDS AND GROWN-UPS<br>LOVE IT SO | 1,452,374               | August 11, 1987             |

WHEREAS, HARIBO Holding GmbH & Co. KG, a corporation of Germany, having a place of business at Hans-Riegel-Straße 1, Bonn, Germany 53129 (hereinafter "Assignee"), is desirous of acquiring the entire right, title and interest in and to said Mark and the registration therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign and transfer unto Assignee, and its successors in interest, all right, title and interest in and to said Mark and the registration therefor, together with the goodwill of the business related to said Mark and the registration therefor, including all common-law and other rights in said Mark, all claims, demands and causes for action, both at law and in equity, that Assignor may have, or may hereinafter acquire, on account of any infringement of said Mark prior to the date hereof, and does hereby empower Assignee, and its successors in interest, to sue for and collect the same, to its and their own and absolute use.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of Assignor, does hereby execute this Assignment to take effect on the 13<sup>th</sup> day of June, 2017.

Haribo GmbH & Co. KG

By:  \_\_\_\_\_

Name: Alexander Behler

Title: Authorized Representative

Dated: 13.06.2017