

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM439087

|   |  |  |                            |
|---|--|--|----------------------------|
| <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>         |
| Retrobrands USA LLC   |  | 08/09/2014                               | Limited Liability Company: |
| <b>RECEIVING PARTY DATA</b>   |  |  |                            |
| <b>Name:</b>  | Crave Better Foods, LLC                            |  |                            |
| <b>Street Address:</b>  | 161 Worcester Road                                 |  |                            |
| <b>Internal Address:</b>  | Suite 606  |  |                            |
| <b>City:</b>  | Framingham   |  |                            |
| <b>State/Country:</b>   | MASSACHUSETTS                                      |  |                            |
| <b>Postal Code:</b>   | 01701  |  |                            |
| <b>Entity Type:</b>   | Limited Liability Company: DELAWARE                |  |                            |
| <b>PROPERTY NUMBERS Total: 4</b>  |  |  |                            |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>                         |                            |
| <b>Registration Number:</b>   | 4062133  | CHIPWICH                                 |                            |
| <b>Registration Number:</b>   | 4153293  | IT'S HERE! THE ORIGINAL CHIPWICH CHOCOLA |                            |
| <b>Registration Number:</b>   | 4651799  | THE ORIGINAL CHIPWICH HAVE A BITE        |                            |
| <b>Registration Number:</b>   | 5089037  | IT'S HERE! THE ORIGINAL CHIPWICH CHOCOLA |                            |
| <b>CORRESPONDENCE DATA</b>  |  |  |                            |
| <b>Fax Number:</b>  |  |  |                            |
| <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>Email:</b>   | cmastrocola@preti.com                              |  |                            |
| <b>Correspondent Name:</b>  | Preti Flaherty Beliveau & Pachios LLP              |  |                            |
| <b>Address Line 1:</b>  | 60 State Street                                    |  |                            |
| <b>Address Line 2:</b>  | Suite 1100   |  |                            |
| <b>Address Line 4:</b>  | Boston, MASSACHUSETTS 02109                        |  |                            |
| <b>ATTORNEY DOCKET NUMBER:</b>  | Assignment (CMR 84310)                             |  |                            |
| <b>NAME OF SUBMITTER:</b>   | Ricardo Ochoa                                      |  |                            |
| <b>SIGNATURE:</b>   | /Ricardo Ochoa/                                    |  |                            |
| <b>DATE SIGNED:</b>   | 08/14/2017   |  |                            |
| <b>Total Attachments: 2</b>   |  |  |                            |

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## TRADEMARK ASSIGNMENT

This Trademark Assignment (“Assignment”) is made effective as of August 16<sup>th</sup> 2017 from Retrobrands U.S.A. L.L.C. (“ASSIGNOR”), to Crave Better Foods, LLC (“ASSIGNEE”):

WHEREAS, ASSIGNOR is the owner of the trademarks CHIPWICH Registration No. 4,062,133; CHIPWICH Canadian Registration No. TMA897344; IT’S HERE! THE ORIGINAL CHIPWICH CHOCOLATE CHIP COOKIE ICE CREAM SANDWICH Registration No. 4,153,293; THE ORIGINAL CHIPWICH HAVE A BITE Registration No. 4,651,799; IT’S HERE! THE ORIGINAL CHIPWICH CHOCOLATE CHIP COOKIE GELATO VANILLA COOKIE CRUNCH MEMORIES BY THE SPOONFUL GELATO Registration No. 5,089,037 and pending trademark application CHIPWICH CHOCOLATE CHIP COOKIE MARSHMALLOW SANDWICH Serial No. 86428997 (collectively the “Marks”) and together with the goodwill of the business symbolized thereby in connection with the goods on which the Marks are used.

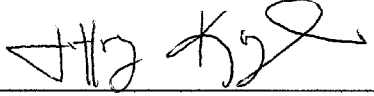
WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Marks and the Purchased Trademark Assets.

NOW, THEREFORE, in consideration of the payment as outlined in that certain Trademark Asset Purchase Agreement between the ASSIGNOR and ASSIGNEE dated August 9, 2017 (the “TAPA”) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and subject to the obligations of the ASSIGNEE in the TAPA, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR’S right, title, and interest of whatever kind in and to the Marks and the Purchased Trademark Assets, as such term is defined in the TAPA, together with the goodwill of the

business relating to the Products in respect upon which the Marks are used and for which they are registered.

**IN WITNESS WHEREOF**, ASSIGNOR has duly executed under seal and delivered this Assignment, as of the day and year first above written.

**RETROBRANDS USA LLC**

By: 

Name: Jeffrey Kaplan  
Title: President