

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM452718

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Just Born, Inc.		11/28/2017	Corporation: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	Shaffer/Born Intellectual Property, L.P.		
Street Address:	1300 Stefko Boulevard		
City:	Bethlehem		
State/Country:	PENNSYLVANIA		
Postal Code:	18017		
Entity Type:	Limited Partnership: PENNSYLVANIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1580311	PEANUT CHEWS	
Registration Number:	1482561	GOLDENBERG'S	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Email:	bslonda@nmmlaw.com		
Correspondent Name:	Bruce Londa/Norris McLaughlin & Marcus		
Address Line 1:	875 Third Avenue		
Address Line 4:	New York, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	100495-1		
NAME OF SUBMITTER:	Bruce S. Londa		
SIGNATURE:	/bsl/		
DATE SIGNED:	11/30/2017		
Total Attachments: 1			
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CH \$65.00 1580311

United States

TRADEMARK ASSIGNMENT

This assignment is from **Just Born, Inc.**, a Pennsylvania corporation having a place of business at 1300 Stefko Boulevard, Bethlehem, Pennsylvania 18017 (referred to in this document as "Assignor"), to

Shaffer/Born Intellectual Property L.P., a Pennsylvania limited partnership, having a place of business at 1300 Stefko Boulevard, Bethlehem, Pennsylvania 18017 (referred to in this document as "Assignee").

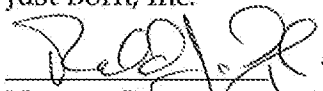
WHEREAS, Assignor is owner of all right, title and interest in and to the trademarks and trademark registrations, as set forth and identified below, and in and to the goodwill of the business relating thereto:

<u>Trademark</u>	<u>Registration Number</u>
PEANUT CHEWS	1580311
GOLDENBERG'S	1482561

WHEREAS, Assignee wishes to acquire from Assignor all right, title and interest in and to the trademarks and trademark registrations set forth and identified above, together with the goodwill of the business appertaining to and symbolized by said trademark and registration.

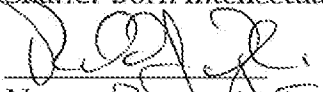
NOW THEREFORE, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor by these presents does hereby sell, transfer and assign to Assignee its entire right, title and interest in and to the aforesaid trademarks and registrations, together with the right to recover for the past infringement thereof, and the goodwill of the business appertaining thereto and which is symbolized thereby.

ASSIGNOR
Just Born, Inc.


Name: Ronald J. Izauski
Title: SVP & CFO

Date: November 28, 2017

ASSIGNEE
Shaffer Born Intellectual Property, L.P.


Name: Ronald J. Izauski
Title: Manager

Date: November 28, 2017