

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM461672

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Frito-Lay Trading Company GmbH		02/08/2018	Gesellschaft Mit Beschränkter Haftung (GmbH): SWITZERLAND
RECEIVING PARTY DATA			
Name:	Rare Fare Foods, LLC		
Doing Business As:			
Street Address:	700 Anderson Hill Road		
City:	Purchase		
State/Country:	NEW YORK		
Postal Code:	10577		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4086101	RED ROCK DELI	
CORRESPONDENCE DATA			
Fax Number:	9723343871		
<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:	trademarks@pepsico.com		
Correspondent Name:	Jeanette S. Zimmer		
Address Line 1:	7701 Legacy Drive		
Address Line 2:	Mail Stop 3A-421		
Address Line 4:	Plano, TEXAS 75024		
NAME OF SUBMITTER:	Jeanette S. Zimmer		
SIGNATURE:	/Jeanette S. Zimmer/		
DATE SIGNED:	02/09/2018		
Total Attachments: 1			
source=FLTC transfer RED ROCK DELI to Rare Fare Foods u.s. reg. - executed by Gustavo Reyna#page1.tif			

CH \$40.00 4086101

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made effective as of January 1, 2018 by and between Frito-Lay Trading Company GmbH, having an address at Spitalgasse 2, Bern, Switzerland CH-3011 (hereinafter "ASSIGNOR") and Rare Fare Foods, LLC, a Delaware Limited Liability Company having an address at 700 Anderson Hill Road, Purchase, New York, USA 10577 (hereinafter "ASSIGNEE"),

WHEREAS, ASSIGNOR is the registered owner of United States Trademark Registration No. 4086101 for the mark RED ROCK DELI (the "Registration"); and

WHEREAS, ASSIGNEE, for itself and any predecessor-in-interest, wishes to acquire all rights in the Registration and record its ownership so that ASSIGNEE is listed as the owner of the Registration in the United States.

NOW, THEREFORE, FOR GOOD AND VALUABLE CONSIDERATION, the sufficiency and receipt of which is hereby acknowledged, ASSIGNOR hereby transfers, assigns and conveys to ASSIGNEE, all of ASSIGNOR's right, title and interest of whatever kind in the mark, together with the goodwill of the business relating to the products on which the mark is used and for which it is registered, together with all renewals, income, royalties, damages and payments now and hereafter due, including the right to sue for any and all past infringement that may have occurred at any time up to the date of this TRADEMARK ASSIGNMENT.

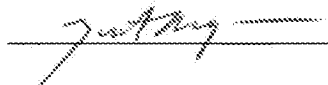
ASSIGNOR hereby covenants and warrants that it has the full right to convey the right, title, interest, goodwill and Registration that is intended to be conveyed by this instrument, that the same are free of any encumbrances and that no other agreement has been, or will be, executed in conflict herewith.

ASSIGNOR will perform all acts that may be necessary or desirable to perfect the above-described transfer of the Registration to ASSIGNEE, as well as to cooperate in obtaining and/or providing information required in any proceedings relating to the Registration and/or trade names.

ASSIGNOR further authorizes the Commissioner of Patents and Trademarks of the United States to issue any and all additional registrations or amended registrations that have been or may be granted upon any application or petition for same, to ASSIGNEE, its successors and/or assigns.

Date: February 8, 2018

ASSIGNOR
Frito-Lay Trading Company GmbH

By: 

Name: Gustavo Reyna

Title: Einzelprokura

Date: 02/08/2018

Ref: 6670709