

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM469054

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
I Can't Believe It's Yogurt, Ltd.		04/06/2018	Limited Partnership: TEXAS
RECEIVING PARTY DATA			
Name:	International Franchise Inc.		
Street Address:	210 Shields Court		
City:	Markham, Ontario		
State/Country:	CANADA		
Postal Code:	L3R 8V2		
Entity Type:	Corporation: CANADA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	1358561	I CAN'T BELIEVE IT'S YOGURT	
Registration Number:	1580343	I CAN'T BELIEVE IT'S YOGURT!	
Registration Number:	1634273	I CAN'T BELIEVE IT'S YOGURT	
CORRESPONDENCE DATA			
Fax Number:	3367226558		
<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:	336-722-3700		
Email:	trademarks@belldavisritt.com		
Correspondent Name:	Arthur J. DeBaugh / Bell, Davis & Pitt		
Address Line 1:	100 N. Cherry St.		
Address Line 2:	Suite 600		
Address Line 4:	Winston-Salem, NORTH CAROLINA 27101		
DOMESTIC REPRESENTATIVE			
Name:	Arthur J. DeBaugh		
Address Line 1:	100 N. Cherry Street		
Address Line 2:	Suite 600		
Address Line 4:	Winston-Salem, NORTH CAROLINA 27101		
NAME OF SUBMITTER:	Arthur J. DeBaugh		

OP \$90.00 1358561

SIGNATURE:	/Arthur J. DeBaugh/
DATE SIGNED:	04/09/2018
Total Attachments: 2 source=Assignment of ICBIY TMs and Accompanying Goodwill (US)_Apr.09.2018#page1.tif source=Assignment of ICBIY TMs and Accompanying Goodwill (US)_Apr.09.2018#page2.tif	

**ASSIGNMENT OF TRADEMARKS
AND ACCOMPANYING GOODWILL**

WHEREAS I Can't Believe It's Yogurt, Ltd., a limited partnership organized and existing under the laws of the State of Texas, United States of America, with an address of 210 Shields Court, Markham, Ontario L3R 8V2, Canada (hereinafter the "Assignor"), is the owner of the trademarks and the registrations therefor in the United States of America as more fully set forth on the attached Exhibit A (the "Marks"), the goodwill of the business associated therewith in and throughout the United States of America and symbolized thereby, and all rights appurtenant thereto, including, but not limited to, all common law rights, if any, causes of action, all interests, claims and rights for damages, profits and other awards by reason of any past infringement, dilution, misappropriation or other violation thereof, and the right to sue therefor; and

WHEREAS International Franchise Inc., a corporation incorporated under the laws of Canada, with an address of 210 Shields Court, Markham, Ontario L3R 8V2, Canada (hereinafter the "Assignee"), is desirous of acquiring the Marks and all goodwill associated therewith and symbolized thereby and all rights appurtenant thereto;

NOW, THEREFORE, in consideration of the sum of Ten and No/100 Dollars (US\$10.00) and for other good and valuable consideration, the receipt and sufficiency of which Assignor acknowledges by its execution below:

1. Assignor assigns to Assignee all of its rights, title, and interest in and to the Marks, together with the goodwill of the business associated therewith and symbolized thereby, and together with all rights appurtenant thereto, including, but not limited to, all common law rights, if any, causes of action, all interests, claims and rights for damages, profits and other awards by reason of any past infringement, dilution, misappropriation, or other violation thereof, and the right to sue therefor.

2. Assignor agrees to perform all reasonable and proper additional acts and to execute any additional documents at the request of Assignee which may be required to transfer all of Assignor's rights, title and interest in and to the Marks and/or the rights appurtenant thereto to Assignee, its successors or assigns.

IN WITNESS WHEREOF, we have hereto set our hand(s) and seal(s) on the dates set forth below.

I Can't Believe It's Yogurt, Ltd.,
Assignor
By its General Partner, Kayla Foods, Inc.

Signature

Name:

Title:

Date:

International Franchise Inc.,
Assignee

Signature

Name:

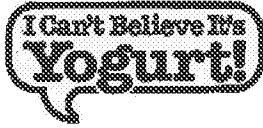
Title:

Date:

TRADEMARK

REEL: 006313 FRAME: 0025

EXHIBIT A
Trademark Registrations Assigned in
United States of America

<u>Reg. No.</u>	<u>Mark</u>	<u>Class(es)</u>
1,358,561	I CAN'T BELIEVE IT'S YOGURT	42
1,580,343	I Can't Believe It's Yogurt! & Design 	30, 42
1,634,273	I CAN'T BELIEVE IT'S YOGURT	30