

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM469980

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MomoIP LLC		10/25/2017	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	MomoMilk IP, LLC		
Street Address:	382 Metropolitan Avenue		
City:	Brooklyn		
State/Country:	NEW YORK		
Postal Code:	11211		
Entity Type:	Limited Liability Company: NEW YORK		
PROPERTY NUMBERS Total: 25			
Property Type	Number	Word Mark	
Registration Number:	4977585	BAGEL BOMB	
Registration Number:	5072673		
Registration Number:	4883385	CANDY BAR PIE	
Registration Number:	4255653	CEREAL MILK	
Registration Number:	3682672	COMPOST COOKIE	
Registration Number:	5161225		
Registration Number:	3682671	CRACK PIE	
Registration Number:	4110438	FANCY SHAKES	
Registration Number:	4477385	MILK	
Registration Number:	4477386	MILK	
Registration Number:	4922983	MILK	
Registration Number:	5254642	MILK	
Registration Number:	4890769	MILK BAR	
Registration Number:	5161248	MILK BAR	
Registration Number:	5218212	MILK ID	
Registration Number:	5161223		
Registration Number:	4908900	VOLCANO	
Serial Number:	87124016		
Serial Number:	87194993		

TRADEMARK

Property Type	Number	Word Mark
Serial Number:	86797499	MILK
Serial Number:	87194982	MILK
Serial Number:	86943604	MILK BAR LIFE
Serial Number:	87056345	MILK BAR LIFE
Registration Number:	5382044	MILKQUAKE
Serial Number:	87194988	

CORRESPONDENCE DATA

Fax Number: 2129491690
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.
Phone: 2126973750
Email: lap@kirschsteinlaw.com
Correspondent Name: Lisa A. Pieroni Esq.
Address Line 1: 425 Fifth Avenue
Address Line 2: 5th Floor - Suite 501
Address Line 4: New York, NEW YORK 10016

NAME OF SUBMITTER:	Lisa A. Pieroni
SIGNATURE:	/Lisa A. Pieroni/
DATE SIGNED:	04/16/2018

Total Attachments: 15
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INTELLECTUAL PROPERTY ASSIGNMENT AND LICENSE BACK AGREEMENT

This Intellectual Property Assignment (the "Assignment"), dated October 25, 2017, is entered into by and among Momo Holdings, LLC, a New York limited liability company ("Holdings"), MomoIP LLC, a Delaware limited liability company ("MomoIP"), MomoCCDC, LLC, a Delaware limited liability company ("CCDC"), Daimyo Group, LLC, a New York limited liability company ("Daimyo"), Momofuku 171 First Ave, LLC, a New York limited liability company ("First Ave"), Momofuku 232 Eighth Ave, LLC, a New York limited liability company ("Eighth Ave"), M56, LLC, a New York limited liability company ("M56"), Ko EP, LLC, a New York limited liability company ("Ko EP"), Momo IF, LLC, a Delaware limited liability company ("Momo IF"), Battleship Yamato, LLC, a New York limited liability company ("Battleship"), MomoLab, LLC, a New York limited liability company ("MomoLab"), MomoDev, LLC, a Delaware limited liability company ("MomoDev"), MomoCOLV - Rest, LLC, a Delaware limited liability company ("MomoCOLV"), MomoNSW 1, LLC, a Delaware limited liability company ("MomoNSW"), Momoronto, LLC, a Delaware limited liability company ("Momoronto"), MomoPier, LLC, a New York limited liability company ("MomoPier"), Momo 1726 LA, LLC, a Delaware limited liability company ("LA"), Momofuku Media, LLC, a Delaware limited liability company ("Media") MomoAVR, LLC, a Delaware limited liability company (together, with each of its subsidiaries and affiliates as of the date hereof, "AVR") (all the foregoing collectively "Assignors" and individually an "Assignor") and Momomilk IP, LLC ("MomoMilk IP"), a New York limited liability company ("Assignee") and wholly-owned subsidiary of Momomilk, LLC, a Delaware limited liability company ("Momomilk").

WHEREAS, RSE-MOMO HOLDINGS, LLC, a Delaware limited liability company ("RSE"), and Momomilk have entered into that certain Unit Purchase Agreement, dated as of the date hereof (the "Purchase Agreement");

WHEREAS, Section 3.3 of the Purchase Agreement contemplates that Holdings, MomoIP and MomoMilk IP will execute and deliver to the other this Assignment at the closing of the Purchase Agreement;

WHEREAS, in addition to the rights previously assigned and granted, if any, by each Assignor, the Assignors have, or may have certain rights in and to the Intellectual Property, as defined below;

WHEREAS, the Assignors, as Subsidiaries and/or Affiliates (as these terms are defined in Schedule C) of Holdings wish to assign or confirm the assignment of each of their right, title, and interest, if any, in and to the Intellectual Property to the Assignee, which is also a Subsidiary and/or Affiliate of Holdings in order to facilitate the consummation of the transactions contemplated by the Purchase Agreement;

WHEREAS, as consideration for this Assignment, MomoMilk IP has agreed to grant a license back to MomoIP for the use of the Marks (as defined below) assigned to MomoMilk IP upon execution of this Assignment.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the parties hereto agree as follows:

1. Assignment. Each Assignor does hereby sell, assign, and transfer, and/or confirm the sale, assignment, and transfer to Assignee, *nunc pro tunc* to the later of (i) December 5, 2016, or (ii) the date the relevant Assignor was formed (the "Effective Date(s)"), all of its respective rights, if any, in and to all of the following (collectively, "Intellectual Property"):
 - a. All right, title, and interest in and to the trademark applications and registrations set forth on Schedule A hereto, and all other applied for, registered and common law trademarks and service marks, logos, trade dress, designs and the goodwill associated therewith (collectively the "Marks"), used or intended to be used in connection with the business and operations of Momomilk and its Subsidiaries (collectively, the "Milk Bar Business"). This assignment of the Marks is worldwide in scope and includes all rights to use, apply for, register and renew registrations therefor, all rights to collect royalties for the licensing thereof, and all claims arising therefrom; and,
 - b. All right, title, and interest in and to patents; design patents; copyrights; creative works; moral rights; websites; social media accounts; recipes; signature dishes; ingredient lists; menu designs; client, guest, and customer data (including, but in no way limited to, email lists, social media contact information, data concerning current, former, and prospective clients, guests, and customers, including their addresses, IP addresses, social media contact information, attributes, requirements, special needs, spending information and habits); and, all derivative works, spin-offs, and supplements of or to any of the foregoing of Assignors ("Other IP"), and all confidential and proprietary information that Assignors derive economic value from not being generally known or readily ascertainable by others and which is the subject of reasonable efforts to maintain its secrecy ("Trade Secrets"), which is associated with the Milk Bar Business. This assignment of the rights, title, and interest in and to the Other IP and Trade Secrets is worldwide in scope and includes all rights to use, apply for, register, and renew registrations therefor, all rights to collect royalties for the licensing thereof, and all claims arising therefrom.
2. Non-Use. Each of the Assignors, Momomilk and the Assignee agree not to use the trademark applications and registrations set forth on Schedule B hereto, and all other applied for, registered and common law trademarks and service marks, domain names, logos, trade dress, designs and the goodwill associated therewith. For purposes of clarity, the items in Schedule B are not being assigned to MomoMilk IP pursuant to this Assignment.
3. License Back to MomoIP.


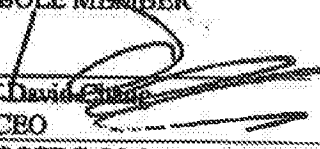
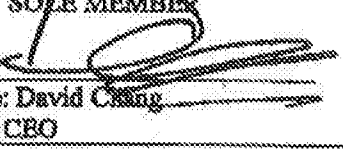

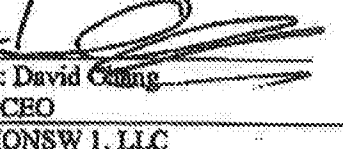
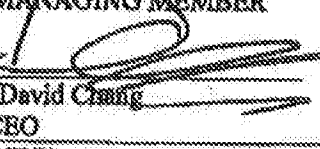
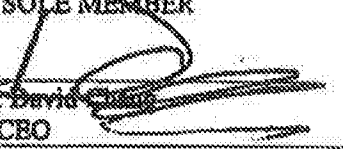
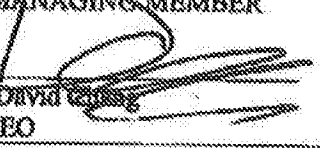
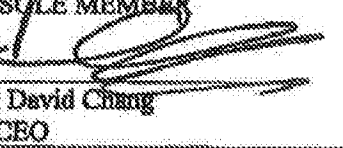
- a. Licensed Marks. MomoMilk IP is the owner, upon execution of this Assignment, of all rights in and to the trademarks, service marks, common law trademarks, logos, trade dress, designs, and the goodwill associated therewith, listed on Schedule A annexed hereto (collectively the "Licensed Marks"), which may be amended from time to time.
 - b. Upon execution of this Assignment, MomoMilk IP grants to MomoIP, its subsidiaries, affiliates and agents, a non-exclusive, royalty-free, revocable right and license to use the Licensed Marks in the exact manner that MomoIP, its subsidiaries, affiliates and agents have previously used the Licensed Marks prior to the execution of this Agreement, including, but not limited to, in connection with the advertising, manufacturing, promoting, providing, and sale of currently existing goods and services associated with MomoIP's business and that of its subsidiaries, affiliates and agents (the "Grandfathered Trademark Usage"). By way of example only, Grandfathered Trademark Usage would include the use of the Licensed Marks in cookbooks initially published prior to, but sold after, the execution of this Agreement. Grandfathered Trademark Usage would not include the use of the Licensed Marks in new cookbooks initially published and sold after the execution of this Agreement. For the avoidance of any doubt, MomoMilk IP approves of all Grandfathered Trademark Usage by MomoIP, its subsidiaries, affiliates and agents prior to the execution of this Intellectual Property Assignment. All Grandfathered Trademark Usage of the Licensed Marks along with any goodwill associated therewith shall inure to the benefit of MomoMilk IP.
 - c. Subject to the compliance by MomoIP, its subsidiaries, affiliates and agents with Section 3(b) of this Agreement, MomoMilk IP hereby releases MomoIP, its subsidiaries, affiliates and agents from any claim arising from MomoIP's Grandfathered Trademark Usage.
 - d. MomoMilk IP shall indemnify, defend and hold harmless MomoIP, its Subsidiaries or Affiliates ("MomoIP Entities") from and against and in respect of any and all third party claims asserted against the MomoIP Entities that are incurred by, result from, arise out of or relate to any future use of the Intellectual Property and/or the Licensed Marks by MomoMilk IP, its affiliates or subsidiaries.
4. Further Assurances and Power of Attorney. Each Assignor agrees to execute and deliver in the future any additional documents that Assignee reasonably determines are required to perfect Assignee's ownership of or title to the Intellectual Property. Each Assignor irrevocably appoints the Assignee with full power of substitution to be the Assignor's true and lawful attorney in the Assignor's name, place, and stead, to execute, acknowledge, swear to and file all documents and take all actions which Assignee deems necessary, appropriate, or desirable to effectuate the parties' intent under Section 1 of this Agreement.


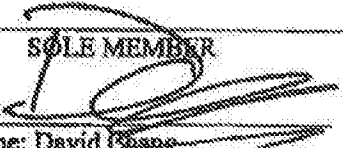
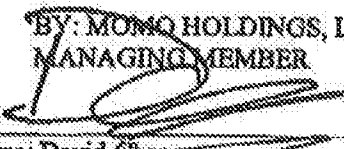
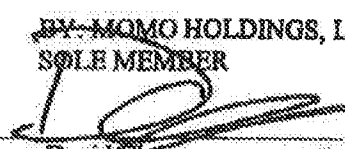
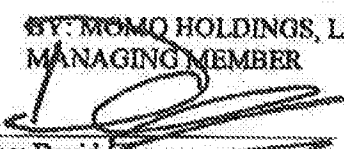
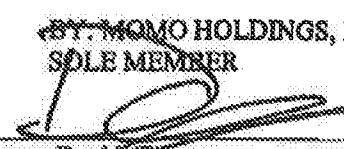
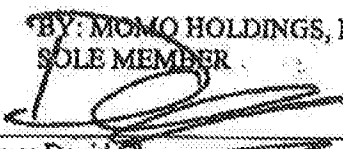

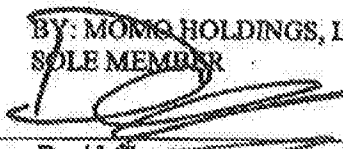
5. Right to Convey. Each Assignor hereby covenants that it has full right to convey the entire interest herein assigned and that it has not executed, and will not execute, any agreement in conflict herewith, including but not limited to any assignment of any Intellectual Property to any third party.
6. Representations of Assignors. Each Assignor represents and warrants that none of its Affiliates or Subsidiaries, as these terms are defined in Schedule C, nor any third party, owns any additional intellectual property rights that are associated with the operation of the Milk Bar Business that have not already been disclosed in Schedule A or previously to Assignee.
7. Governing Law. This Assignment shall be governed by and construed in accordance with the laws of the State of New York, exclusive of its conflict of law rules.
8. Miscellaneous. This Agreement (a) constitutes the entire agreement between the parties with respect to the subject matter contained herein, and supersedes any prior agreements, negotiations, correspondence, representations or understandings, whether written or oral, by the parties with respect to such subject matter; (b) shall bind and inure to the benefit of the successors, assigns, affiliates and licensees of each party; (c) may be amended or modified only by the parties' mutual written consent; (d) may be executed by way of facsimile, PDF, or electronic signature, and if so, shall be considered an original; and (e) may be executed in one or more counterparts, each of which shall be deemed to be an original, and all of which together shall constitute the entire agreement. The headings in this Agreement are for reference only and shall not affect the interpretation of this Agreement.
9. Agent for Assignee. The contact details for Assignee's agent are as follows:

Momomilk IP, LLC
328 Metropolitan Avenue
New York, New York 11211
Attn: Legal
legal@milkbarstore.com

(Signatures on the Following Page)


ASSIGNORS:

<p>MOMO HOLDINGS, LLC</p>  <p>Name: David Chang Title: CEO</p>	<p>MOMOLAB, LLC</p> <p>BY: MOMO HOLDINGS, LLC, ITS SOLE MEMBER</p>  <p>Name: David Chang Title: CEO</p>
<p>MOMOIP, LLC</p> <p>BY: MOMO HOLDINGS, LLC, ITS SOLE MEMBER</p>  <p>Name: David Chang Title: CEO</p>	<p>MOMODEV, LLC</p> <p>BY: MOMO HOLDINGS, LLC, ITS SOLE MEMBER</p>  <p>Name: David Chang Title: CEO</p>
<p>MOMOCCDC, LLC</p> <p>BY: MOMO HOLDINGS, LLC, ITS SOLE MEMBER</p>  <p>Name: David Chang Title: CEO</p>	<p>MOMOCOLV - REST, LLC</p> <p>BY: MOMO HOLDINGS, LLC, ITS SOLE MEMBER</p>  <p>Name: David Chang Title: CEO</p>
<p>DAIMYO GROUP, LLC</p> <p>BY: MOMO HOLDINGS, LLC, ITS MANAGING MEMBER</p>  <p>Name: David Chang Title: CEO</p>	<p>MOMONSW 1, LLC</p> <p>BY: MOMO HOLDINGS, LLC, ITS SOLE MEMBER</p>  <p>Name: David Chang Title: CEO</p>
<p>MOMOFUKU 171 FIRST AVE, LLC</p> <p>BY: MOMO HOLDINGS, LLC, ITS MANAGING MEMBER</p>  <p>Name: David Chang Title: CEO</p>	<p>MOMORONTO, LLC</p> <p>BY: MOMO HOLDINGS, LLC, ITS SOLE MEMBER</p>  <p>Name: David Chang Title: CEO</p>
<p>MOMOFUKU 232 EIGHTH AVE, LLC</p> <p>BY: MOMO HOLDINGS, LLC, ITS</p>	<p>MOMOPIER, LLC</p> <p>BY: MOMO HOLDINGS, LLC, ITS</p>

<p>SOLE MEMBER</p>  <p>Name: David Chang Title: CEO M56, LLC</p>	<p>SOLE MEMBER</p>  <p>Name: David Chang Title: CEO MOMO 1726 LA, LLC</p>
<p>BY: MOMO HOLDINGS, LLC, ITS MANAGING MEMBER</p>  <p>Name: David Chang Title: CEO KO EP, LLC</p>	<p>BY: MOMO HOLDINGS, LLC, ITS SOLE MEMBER</p>  <p>Name: David Chang Title: CEO MOMOFUKU MEDIA, LLC</p>
<p>BY: MOMO HOLDINGS, LLC, ITS MANAGING MEMBER</p>  <p>Name: David Chang Title: CEO MOMO IF, LLC</p>	<p>BY: MOMO HOLDINGS, LLC, ITS SOLE MEMBER</p>  <p>Name: David Chang Title: CEO MOMO AVR, LLC</p>
<p>BY: MOMO HOLDINGS, LLC, ITS SOLE MEMBER</p>  <p>Name: David Chang Title: CEO BATTLESHIP YAMATO, LLC</p>	<p>BY: MOMO HOLDINGS, LLC, ITS MANAGING MEMBER</p>  <p>Name: David Chang Title: CEO</p>
<p>BY: MOMO HOLDINGS, LLC, ITS SOLE MEMBER</p>  <p>Name: David Chang Title: CEO</p>	

ASSIGNEE:

MOMOMILK IP, LLC



Name Christina Tosi

Title: Chief Executive Officer

SCHEDULE A

THE MARKS

See attached.

**SCHEDULE A
THE MARKS**

TRADEMARK	COUNTRY	SERIAL NO. (FILING DATE)	REG. NO. (REG. DATE)	STATUS	GOODS/SERVICES AND CLASS(ES)
BAGEL BOMB	USA	86/797,395 (10/23/15)	4,977,585 (6/14/16)	Registered	Bagels; Breads and buns, in Class 30
BFC	USA	87/248,842 (11/28/16)		Pending - Allowed - Statement of Use due 11/16/2017	Bakery goods and dessert items, namely, cakes, cookies, pastries, candies, and frozen confections for retail and wholesale distribution and consumption on or off the premises; Cookies; Gluten-free desserts, namely, bakery desserts, cookies, cupcakes, pastries, cakes, muffins; Muffins. Vegan cookies; Vegan cup cakes, in Class 30
BFC* (*BEST FREAKING COOKIE THAT'S SECRETLY GOOD FOR YOU)	USA	87/248,850 (11/28/16)		Pending - Allowed - Statement of Use due 11/16/2017	Bakery goods and dessert items, namely, cakes, cookies, pastries, candies, and frozen confections for retail and wholesale distribution and consumption on or off the premises; Cookies; Gluten-free desserts, namely, bakery desserts, cookies, cupcakes, pastries, cakes, muffins; Muffins. Vegan cookies; Vegan cup cakes, in Class 30
CAKE Logo	USA	87/124,016 (8/2/16)		Pending - Allowed - Statement of Use due 2/21/2018	Aprons; Athletic apparel, namely, shirts, pants, jackets, footwear, hats and caps, athletic uniforms; Baseball caps and hats; Caps; Chef's coats; Chef's hats; Flip flops; Footwear; Gloves; Headwear; Jackets; Pajama bottoms; Pajamas; Shirts; Shorts; Skullies; Socks; Tops; Board shorts; Caps; Flip flops; Golf shirts; Leather jackets; Polo shirts; Sweat pants; Sweat shirts; T-shirts; Tank-tops, in Class 25

TRADEMARK	COUNTRY	SERIAL NO. (FILING DATE)	REG. NO. (REG. DATE)	STATUS	GOODS/SERVICES AND CLASS(ES)
CAKE Logo	USA	86/948,373 (3/22/16)	5,072,673 (11/1/16)	Registered	Bakery goods; Bakery goods and dessert items, namely, cakes, cookies, pastries, candies, and frozen confections for retail and wholesale distribution and consumption on or off the premises; Bakery goods, namely, cakes, in Class 30 Online retail bakery shops; Retail bakery shops, in Class 35
CANDY BAR PIE	USA	86/797,274 (10/23/2015)	4,883,385 (1/5/16)	Registered	Bakery desserts, in Class 30
CEREAL MILK	USA	77/674,462 (2/20/09)	4,255,653 (12/11/12)	Registered	Non-nutritionally fortified, non-protein and non-nutrient based confections and frozen custard made with flavored dairy milk, in Class 30
CEREAL MILK	CANADA	1622373 (4/12/13)	TMA896,578 (2/16/2015)	Registered	Non-nutritionally fortified, non-protein and non-nutrient based confections and frozen custard made with flavored dairy milk, in Class 30
COMPOST COOKIE	USA	77/674,445 (2/20/09)	3,682,672 (9/15/09)	Registered	Bakery products, namely, sweet bakery goods, in Class 30
COMPOST COOKIE	CANADA	1622381 (4/12/13)	TMA896,577 (2/16/15)	Registered	Bakery products, namely, sweet bakery goods, namely, pies, cakes, cookies, muffins and frozen confections, in Class 30
COMPOST COOKIE	EU	010690451 (3/1/12)	10690451 (7/11/12)	Registered	Bakery products, in Class 30
COMPOST COOKIE Logo	USA	87/194,926 (10/6/16)	5,161,225 (3/14/17)	Registered	Bakery goods and dessert items, namely, cakes, cookies, pastries, candies, and frozen confections for retail and wholesale distribution and consumption on or off the premises, in Class 30

TRADEMARK	COUNTRY	SERIAL NO. (FILING DATE)	REG. NO. (REG. DATE)	STATUS	GOODS/SERVICES AND CLASS(ES)
					On-line retail store services featuring bakery and confectionary products; Retail bakery shops, in Class 35
COMPOST COOKIE Logo	USA	87194,993 (10/6/16)		Pending - Allowed - Statement of Use due 2/21/2018	Aprons; Athletic apparel, namely, shirts, pants, jackets, footwear, hats and caps, athletic uniforms; Baseball caps and hats; Chef's coats; Flip flops; Footwear, Gloves; Headwear; Jackets; Pajama bottoms; Pajamas; Shirts; Shorts; Skullies; Socks; Sweat pants; Tank-tops; Board shorts; Caps; Golf shirts; Leather jackets; Polo shirts; Sweat pants; Sweat shirts; T-shirts, in Class 25
CRACK PIE	USA	771674,434 (2/20/09)	3,682,671 (9/15/09)	Registered	Bakery products, namely, sweet bakery goods, in Class 30
CRACK PIE	CANADA	1622383 (4/12/13)	TMA896,576 (2/16/15)	Registered	Bakery products, namely, sweet bakery goods, namely, pies, cakes, cookies, muffins and frozen confections, in Class 30
CRACK PIE	EU	010690411 (3/1/12)	10690411 (7/11/12)	Registered	Bakery products, in Class 30
FANCY SHAKES	USA	85287,490 (4/6/11)	4,110,438 (3/6/12)	Registered	Frozen confections, milk shakes and frozen custard all containing alcohol, in Class 30
MILK Logo Solid	USA	85940,592 (5/23/13)	4,477,385 (2/4/14)	Registered	Cake mixes; Cakes; Cookie mixes; Cookies; Frozen confections; Frozen custards; Mixes for bakery goods; Pies, in Class 30 Retail bakery shops, in Class 35

TRADEMARK	COUNTRY	SERIAL NO. (FILING DATE)	REG. NO. (REG. DATE)	STATUS	GOODS/SERVICES AND CLASS(ES)
MILK Logo Solid	CANADA	1628044 (5/24/13)		Pending - Response to Office Action filed - Awaiting Action	Bakery goods, cake mixes, cakes, cookie mixes, cookies, frozen confections, frozen custards, mixes for bakery goods and pies, in Class 30 Retail bakery shops, in Class 35
MILK & Design	EU	016337883 (2/9/17)		Pending - Awaiting Publication	Retail bakery shops; retail store services featuring ice cream and frozen confections for consumption off the premises, in Class 35
MILK Logo Outlined	USA	85/940 631 (5/23/13)	4,477,386 (2/4/14)	Registered	Bakery goods; Cake mixes; Cakes; Cookie mixes; Cookies; Frozen confections; Frozen custards; Mixes for bakery goods; Pies, in Class 30 Retail bakery shops, in Class 35
MILK Logo Outlined	CANADA	1628050 (5/24/13)		Pending - Response to Office Action filed - Awaiting Action	Bakery goods, cake mixes, cakes, cookie mixes, cookies, frozen confections, frozen custards, mixes for bakery goods and pies, in Class 30 Retail bakery shops, in Class 35
MILK (Stylized)	USA	86/797,315 (10/23/15)	4,922,983 (3/22/2016)	Registered	Cooking instruction; Educational services, namely, conducting classes in the field of baking, in Class 41
MILK (Stylized)	USA	86/797,499 (10/23/15)		Pending - Allowed - Statement of Use due 2/23/2018	Aprons; Baseball caps and hats; Chef's coats; Hats; Long-sleeved shirts; Pajamas; Polo shirts; Short-sleeved or long-sleeved t-shirts; Socks, in Class 25

TRADEMARK	COUNTRY	SERIAL NO. (FILING DATE)	REG. NO. (REG. DATE)	STATUS	GOODS/SERVICES AND CLASS(ES)
MILK in a Circle	USA	87/194,957 (10/6/16)	5,254,642 (8/1/2017)	Registered	Bakery goods and dessert items, namely, cakes, cookies, pastries, candies, and frozen confections for retail and wholesale distribution and consumption on or off the premises, in Class 30 On-line retail store services featuring bakery and confectionary products; Retail bakery shops, in Class 35
MILK in a Circle	USA	87/194,982 (10/6/16)		Pending - Allowed - Statement of Use due 2/21/2018	Aprons; Athletic apparel, namely, shirts, pants, jackets, footwear, hats and caps, athletic uniforms; Baseball caps and hats; Chef coats; Flip flops; Footwear; Gloves; Headwear; Jackets; Pajama bottoms; Pajamas; Pants; Shirts; Shorts; Skullies; Socks; Sweat pants; Tank-tops; Board shorts; Caps; Golf shirts; Leather jackets; Polo shirts; Sweat pants; Sweat shirts; T-shirts, in Class 25
MILK BAR	USA	86/797,336 (10/23/15)	4,890,769 (1/19/16)	Registered	Cookie mixes; Mixes for bakery goods, in Class 30
MILK BAR	USA	87/208,576 (10/19/16)	5,161,248 (3/14/17)	Registered	On-line retail store services featuring bakery and confectionary products; bakery shops in Class 35
MILK BAR LIFE	USA	86/943,604 (3/17/16)		Pending - Allowed - Statement of Use due 2/1/2018	Bases for bakery goods; Cake mixes; Cookie mixes; Mixes for bakery goods; Pre-processed mixes for making non-dairy frozen confections, in Class 30

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MILK BAR LIFE	USA	87/056,345 (6/1/16)		Pending - Allowed - Statement of Use due 2/1/2018	Salads, namely, composed salads consisting of greens, fruits and vegetables; Salads, namely, composed salads consisting of grains, rice, pasta or greens; Yogurt drinks; Caesar salad; Chicken salad; Garden salads; Legume salads; Pre-cut vegetable salad; Vegetable salads; Prepared meals consisting primarily of vegetables, in Class 29 Bakery goods; Cakes; Cookies; Frozen confections; Frozen custards; Parfaits; Pies; Rice salad; Salad dressings; Biscuits, tarts, cakes made with cereals; Pasta salad; Rice salad; Prepared meals consisting primarily of pasta or rice, in Class 30 Fruit drinks and fruit juices; Fruit flavoured carbonated drinks; Fruit juice concentrates; Mixed fruit juice; Vegetable-fruit juices; Concentrated fruit juice; Concentrates for making fruit juices; Non-alcoholic fruit juice beverages, in Class 32
MILK ID	USA	87/222,319 (11/1/16)	5,218,212 (6/6/2017)	Registered	Customized cake baking and decorating services, in Class 40
MILKQUAKE	USA	87/241,891 (11/18/16)		Pending - Allowed - Statement of Use due 11/16/2017	Ice cream shakes; Milk shakes, in Class 29 Frozen confections; Bakery goods and dessert items, namely, cakes, cookies, pastries, candies, and frozen confections for retail and wholesale distribution and consumption on or off the premises; Non-dairy frozen confections; Pre-processed mixes for making non-dairy frozen confections, in Class 30
SOFT SERVE Logo	USA	87/194,912 (10/6/16)	5,161,223 (3/14/17)	Registered	Bakery goods and dessert items, namely, cakes, cookies, pastries, candies, and frozen confections

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					for retail and wholesale distribution and consumption on or off the premises, in Class 30 On-line retail store services featuring bakery and confectionary products; Retail bakery shops, in Class 35
SOFT SERVE Logo	USA	87/194,988 (10/6/16)		Pending -- Allowed -- Statement of Use due 2/21/18	Aprons; Athletic apparel, namely, shirts, pants, jackets, footwear, hats and caps, athletic uniforms; Baseball caps and hats; Chef coats; Flip flops; Footwear; Gloves; Headwear; Jackets; Skullies; bottoms; Pajamas; Pants; Shirts; Shorts; Pajama Socks; Sweat pants; Tank-tops; Board shorts; Caps; Golf shirts; Leather jackets; Polo shirts; Sweat pants; Sweat shirts; T-shirts, in Class 25
VOLCANO	USA	86/797,282 10/23/15)	4,908,900 (3/1/16)	Registered	Bread and pastry, in Class 30