

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM478923

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Eden Creamery, LLC		06/12/2018	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	Beyond Better Foods, LLC		
Street Address:	101 Lincoln Avenue, Suite 100		
City:	Bronx		
State/Country:	NEW YORK		
Postal Code:	10454		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5355088	IT'S WORTH THE WAIT	
CORRESPONDENCE DATA			
Fax Number:	7043781913		
<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:	7043313631		
Email:	KWB-TMCorrespondence@mvalaw.com		
Correspondent Name:	Kathryn W. Bina		
Address Line 1:	100 North Tryon Street, Suite 4700		
Address Line 4:	Charlotte, NORTH CAROLINA 28202		
ATTORNEY DOCKET NUMBER:	044362.000074		
NAME OF SUBMITTER:	Kathryn W. Bina		
SIGNATURE:	/Kathryn W. Bina/		
DATE SIGNED:	06/21/2018		
Total Attachments: 2			
source=Executed Assignment_Reg No 5355088_executed in counterparts#page1.tif			
source=Executed Assignment_Reg No 5355088_executed in counterparts#page2.tif			

OP \$40.00 5355088

TRADEMARK ASSIGNMENT

WHEREAS, Eden Creamery LLC, a California limited liability company, having an address at 4470 W. Sunset Blvd, #90182, Los Angeles, California 90027 ("Assignor"), has adopted, used, and is the record owner of the entire right, title, and interest in and to U.S. Trademark Registration No. 5,355,088 for the trademark IT'S WORTH THE WAIT (the "Trademark") for use with "Frozen confections; Ice cream; Ice cream mixes" (hereinafter, the "Registration"); and

WHEREAS, Beyond Better Foods, LLC, a Delaware limited liability company, having an address at 101 Lincoln Avenue, Suite 100, Bronx, New York 10454 ("Assignee"), is desirous of acquiring Assignor's right, title, and interest in and to said Registration, and the goodwill of the business symbolized by and associated therewith in the United States; and

WHEREAS, Assignor wishes to transfer and assign Assignor's right, title, and interest in and to the Registration and the goodwill of the business symbolized by and associated therewith in the United States to Assignee;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby irrevocably conveys, transfers and assigns to Assignee its rights, title and interest in and to the Registration and the goodwill of the business symbolized by and associated therewith in the United States, the same to be held and enjoyed by Assignee as fully and entirely as the same would have been held by Assignor had this assignment not been made.

IN WITNESS WHEREOF, Assignor and Assignee, intending to be legally bound, have caused this Assignment to be executed on this 12th day of June, 2018.

Assignor – Eden Creamery LLC

Assignee – Beyond Better Foods, LLC

By: Doug Bouton

By: _____

Print Name: Doug Bouton

Print Name: _____

Title: President & COO

Title: _____

TRADEMARK ASSIGNMENT

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WHEREAS, Beyond Better Foods, LLC, a Delaware limited liability company, having an address at 101 Lincoln Avenue, Suite 100, Bronx, New York 10454 ("Assignee"), is desirous of acquiring Assignor's right, title, and interest in and to said Registration, and the goodwill of the business symbolized by and associated therewith in the United States; and

WHEREAS, Assignor wishes to transfer and assign Assignor's right, title, and interest in and to the Registration and the goodwill of the business symbolized by and associated therewith in the United States to Assignee;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby irrevocably conveys, transfers and assigns to Assignee its rights, title and interest in and to the Registration and the goodwill of the business symbolized by and associated therewith in the United States, the same to be held and enjoyed by Assignee as fully and entirely as the same would have been held by Assignor had this assignment not been made.

IN WITNESS WHEREOF, Assignor and Assignee, intending to be legally bound, have caused this Assignment to be executed on this 12th day of June, 2018.

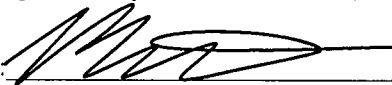
Assignor – Eden Creamery LLC

By: _____

Print Name: _____

Title: _____

Assignee – Beyond Better Foods, LLC

By:  _____

Print Name: Michael Shoretz _____

Title: CEO _____