

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM483794

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Hillshire Brands Company		07/30/2018	Corporation: MARYLAND
RECEIVING PARTY DATA			
Name:	KSLB Holdings, LLC		
Street Address:	111 Radio Circle		
City:	Mount Kisco		
State/Country:	NEW YORK		
Postal Code:	10549		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 14			
Property Type	Number	Word Mark	
Registration Number:	4636627	APPLE ORCHARD	
Registration Number:	4558833	BISTRO COLLECTION	
Registration Number:	0792636	CHEF PIERRE	
Registration Number:	1117391	CHEFPIERRE	
Registration Number:	3455218	CHOCOLATE PEANUT BUTTER SHUDDER	
Registration Number:	1117812	HI-PIE	
Registration Number:	3319352	LEMON LOVER'S BAR	
Registration Number:	4577037	LUXE LAYERS	
Registration Number:	3473655	PEANUT BUTTER THUNDER	
Registration Number:	3631900	RESTAURANT RESERVE	
Registration Number:	2955596	SEVEN LAYERS OF HEAVEN	
Registration Number:	3790606	SIMPLE SINGLES	
Registration Number:	3576718	SIMPLE SWEETS	
Registration Number:	2730559	WHERE PIE COMES FROM	
CORRESPONDENCE DATA			
Fax Number:	6172359493		
<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:	212-596-9287		

CH \$365.00 4636627

Email: ustrademarkmail@ropesgray.com
Correspondent Name: Nicole Mollica, Ropes & Gray LLP
Address Line 1: 1211 Avenue of the Americas
Address Line 4: New York, NEW YORK 10036

ATTORNEY DOCKET NUMBER: KOLC-140-005

NAME OF SUBMITTER: Nicole Mollica

SIGNATURE: /nicole mollica/

DATE SIGNED: 07/30/2018

Total Attachments: 5

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EXECUTION VERSION

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT ("Assignment"), effective as of the 30th day of July, 2018, is made and entered into by and between The Hillshire Brands Company, a Maryland corporation with an address at 2200 W. Don Tyson Parkway, Springdale, Arkansas 72762 ("Assignor") and KSLB Holdings, LLC, a Delaware limited liability company with an address at 111 Radio Circle, Mount Kisco, New York 10549 ("Assignee"). Assignor and Assignee are referred to individually as a "Party" and collectively as the "Parties".

WHEREAS, Assignor and Assignee are parties to that certain Stock and Asset Purchase Agreement dated as of May 31, 2018, pursuant to which Assignor has assigned to Assignee all of Assignor's rights, title, and interests in and to the trademarks identified on the attached Schedule A, together with any and all common law rights therein (collectively, the "Trademarks"), and the Parties wish to record such assignment.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

1. Assignor agrees to assign and hereby sells, assigns and transfers to Assignee, and Assignee hereby agrees to assume, all rights, title, and interests of Assignor in and to the Trademarks, together with the goodwill of the business associated with the Trademarks, including the right to bring an action at law or in equity for any infringement, dilution, or violation of any of the Trademarks occurring prior to the date hereof, and to collect all damages, settlements, and proceeds relating to the Trademarks.
2. Assignor hereby authorizes and requests the competent authorities to record this Assignment.
3. This Assignment may be executed in any number of counterparts, and by the Parties in separate counterparts, each of which will be deemed an original for all purposes and all of which together will constitute one and the same instrument.

Remainder of page intentionally left blank.

IN WITNESS WHEREOF, the Parties have caused this Assignment to be duly executed and delivered as of the date first written above.


THE HILLSHIRE BRANDS COMPANY

By: 
Name: George Chappelle
Title: Authorized Signatory

STATE OF Arkansas
COUNTY OF Washington

The foregoing instrument was acknowledged before me this 25th day of July, 2018, by George Chappelle, the Authorized Signatory of The Hillshire Brands Company, a Maryland corporation, on behalf of said corporation. S/He is personally known to me or produced _____ as identification.

PATTY WILSON
NOTARY PUBLIC ARKANSAS
NO. 12398708
Washington County
Commission Expires May 12, 2024


Notary Public
Patty Wilson
Typed, printed or stamped name of Notary Public

My Commission Expires: May 12, 2024

[Signature Page to Trademark Assignment Agreement]

KSLB HOLDINGS, LLC

By: Bartlett Harwood IV
Name: Bartlett Harwood IV
Title: Vice President and Treasurer

STATE OF NEW YORK
COUNTY OF WESTCHESTER

The foregoing instrument was acknowledged before me this 26th day of July, 2018, by Seth H. Hollander, the President of KSLB Holdings, LLC, a Delaware limited liability company, on behalf of said limited liability company. S/He is personally known to me or produced _____ as identification.

Mary Ann Sievert
Notary Public

Typed, printed or stamped name of Notary Public

My Commission Expires:

Mary-Ann Sievert
Notary Public, State of New York
No. 01S16045090
Qualified in Putnam County
Certified in Westchester County
Commission Expires July 24, 2022

[Signature Page to Trademark Assignment Agreement]

TRADEMARK
REEL: 006394 FRAME: 0681

SCHEDULE A

1. Registered Trademarks

Country	Trademark	Status	Registration No. / Serial No.	Registration Date / Filing Date
US	APPLE ORCHARD	Registered	4,636,627	11/11/2014
US	BISTRO COLLECTION	Registered	4,558,833	7/1/2014
US	CHEF PIERRE	Registered	792,636	7/13/1965
US	CHEFPIERRE & DESIGN 	Registered	1,117,391	5/1/1979
US	CHOCOLATE PEANUT BUTTER SHUDDER	Registered	3,455,218	6/24/2008
US	HI-PIE	Registered	1,117,812	5/8/1979
US	LEMON LOVER'S BAR	Registered	3,319,352	10/23/2007
US	LUXE LAYERS	Registered	4,577,037	7/29/2014
US	PEANUT BUTTER THUNDER	Registered	3,473,655	7/22/2008
US	RESTAURANT RESERVE	Registered	3,631,900	6/2/2009
US	SEVEN LAYERS OF HEAVEN	Registered	2,955,596	5/24/2005
US	SIMPLE SINGLES	Registered	3,790,606	5/18/2010
US	SIMPLE SWEETS	Registered	3,576,718	2/17/2009
US	WHERE PIE COMES FROM	Registered	2,730,559	6/24/2003
US	STUFFIN'S	Pending	87-537546	7/21/2017
Mexico	CHEF PIERRE	Registered	529336	8-27-1996

2. US Common Law Trademarks

- Bourbon St. Pecan Pie
- Brownie Bites
- Chocolate Cookie Crush
- Flavor Fushion
- Fruits of the Forest

- Gourmet Selections
- Lemon Delight
- Nutti-Stick!
- Oven Fresh
- Pastries Elite
- Restaurant Collection
- Baking Delicious Since 1922