

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM476554

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BET Nutrition Bar, LLC		06/04/2018	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	BDJ Trades, LLC		
Doing Business As:	BET Nutrition Bar		
Street Address:	406 Kadinger Way		
City:	Little Chute		
State/Country:	WISCONSIN		
Postal Code:	54140		
Entity Type:	Limited Liability Company: WISCONSIN		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	87939154	HONEST INGREDIENTS. NATURALLY ENERGIZING	
Serial Number:	87875684	OLYMPIA GRANOLA	
Serial Number:	85655252	MADE WITH JUST THE GOOD STUFF!	
CORRESPONDENCE DATA			
Fax Number:			
<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:	9204995700		
Email:	rkornowske@gerberslaw.com		
Correspondent Name:	Ross R. Kornowske		
Address Line 1:	2391 Holmgren Way, Suite A		
Address Line 4:	Green Bay, WISCONSIN 54304		
NAME OF SUBMITTER:	Ross R. Kornowske		
SIGNATURE:	/Ross R. Kornowske/		
DATE SIGNED:	06/04/2018		
Total Attachments: 3			
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source=Trademark Assignment Agreement (executed)(6-4-18)#page3.tif			

OP \$90.00 87939154

TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (“Agreement”) is being made and entered into this 31st day of May, 2018, by and between BET Nutrition Bar, LLC, a Wisconsin limited liability company (“Assignor”), and BDJ Trades, LLC, a Wisconsin limited liability company (“Assignee”).

WHEREAS, Assignor and Assignee executed that Asset Purchase Agreement (the “APA”), dated June 4, 2018, whereby Assignee purchased substantially all of Assignor’s assets; and

WHEREAS, pursuant to the APA, Assignor is required to assign to Assignee all of Assignor’s rights, title and interest in the trademarks, both registered and currently pending, with the United States Patent and Trademark Office (“USPTO”) identified as Serial Nos. 87875684 f/k/a 77943322, 87939154 f/k/a 77699925, and 85655252 (the “Trademarks”).

NOW, THEREFORE, in consideration of the APA and for other consideration, the value and sufficiency of which is hereby acknowledged, the parties agree as follows:

1. ASSIGNMENT AND TRANSFER OF THE TRADEMARK. Assignor hereby assigns and transfers all of its rights, title, and interest in and to the Trademarks, including all goodwill associated therewith, free from any notice or claim asserted or threatened by any third party due to the infringement of any trade name, trademark, service mark, copyright, or license of any person or organization.

2. CONSIDERATION FOR THE TRADEMARK. Consideration for this assignment is the APA between Assignor and Assignee.

3. RECORDING OF ASSIGNMENT AND REGISTRATION FEES. Upon execution hereof, Assignor shall execute all necessary documents for Assignee to file an

assignment of the Trademark with the USPTO, in favor of the Assignee, with exclusive rights to the benefit of the Assignee commencing upon execution of this Agreement. Assignee shall bear all assignment fees incurred hereby.

4. REPRESENTATIONS AND WARRANTIES. Assignor hereby represents and warrants as follows:

4.1 Assignor is a Wisconsin limited liability company duly organized and validly existing under the laws of the State of Wisconsin.

4.2 Assignor has the exclusive possession of the Trademarks, either registered or in applications pending, and no rights or equity of any third party is prejudiced due to the using of the Trademark.

4.3 There is no litigation or any other dispute arising from or relating to the Trademark.

4.5 The execution of this Agreement shall constitute a legal, valid and binding agreement between Assignor and Assignee, enforceable against Assignor in accordance the terms and provisions thereof.

4.6 Assignor has never previously assigned or transferred the Trademark to any third party.


5. APPLICABLE LAW. This Agreement will be governed by the laws of the State of Wisconsin without regard to conflicts of law principles.

6. SEVERABILITY. If any provision of this Agreement is held invalid or unenforceable by any court of competent jurisdiction, the other provisions of this Agreement will remain in full force and effect. Any provision of this Agreement held invalid or unenforceable only in part or degree will remain in full force and effect to the extent not held invalid or unenforceable.

IN WITNESS THEREOF, the parties hereto have caused this Agreement to be duly executed
as of the date first set forth above.

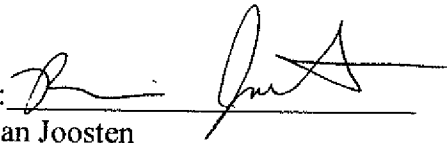
ASSIGNOR:

BET NUTRITION BAR, LLC

By: 
Troy Wolf
Its: Managing Member

ASSIGNEE:

BDJ TRADES, LLC

By: 
Brian Joosten
Its: Managing Member