

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM484865

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Le Petit Pain Holdings, LLC		08/06/2018	Limited Liability Company: MINNESOTA
RECEIVING PARTY DATA			
Name:	Rise Baking Sweet Goods, Inc.		
Street Address:	1147 Benson Street		
City:	River Falls		
State/Country:	WISCONSIN		
Postal Code:	54022		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	5318606	INNOVATION YOU CAN TASTE	
Serial Number:	87166000	RISE BAKING COMPANY	
Serial Number:	87248128	RISE R BAKING COMPANY	
CORRESPONDENCE DATA			
Fax Number:	4155911400		
<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:	6508586500		
Email:	TrademarksSF@winston.com		
Correspondent Name:	Laura M. Franco		
Address Line 1:	101 California Street		
Address Line 4:	San Francisco, CALIFORNIA 94111		
ATTORNEY DOCKET NUMBER:	14164-6		
NAME OF SUBMITTER:	Irina Lyapis		
SIGNATURE:	/Irina Lyapis/		
DATE SIGNED:	08/06/2018		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this “Assignment”) is made and entered into as of August 6, 2018 (“Effective Date”) by and between Le Petit Pain Holdings, LLC, a Minnesota limited liability company, with its principal office at 828 Kasota Avenue SE, Minneapolis, Minnesota 55414 (“Assignor”), and Rise Baking Sweet Goods, Inc., a Delaware corporation, with its principal office at 1147 Benson Street, River Falls, WI 54022 (“Assignee”).

WHEREAS, Assignor and Assignee are parties to that certain Stock Purchase Agreement dated July 11, 2018 (the “Agreement”);

WHEREAS, pursuant to the Agreement, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor, the United States trademark registration and applications set forth on Schedule A attached hereto, together with the goodwill of the business associated therewith (collectively, the “Marks”); and

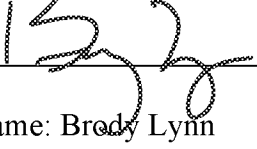
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee its entire right, title and interest in and to the Marks, including, without limitation, all goodwill of the business symbolized therein and appurtenant thereto, any registrations and applications therefor, any renewals and extensions of the registrations, and all other corresponding rights that are or may be secured under the laws of the United States, now or hereafter in effect, for Assignee’s own use and enjoyment, and for the use and enjoyment of Assignee’s successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, together with all income, royalties or payments due or payable as of the Effective Date or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Marks, with the right to sue for, and collect the same for Assignee’s own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

Assignor hereby requests the Commissioner of Patents and Trademarks to record Assignee as the assignee and owner of the Marks.

* * * * *

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

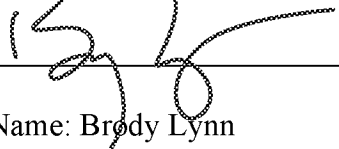
LE PETIT PAIN HOLDINGS, LLC



Name: Brody Lynn

Title: Vice President and Assistant Secretary

RISE BAKING SWEET GOODS, INC.




Name: Brody Lynn

Title: Vice President and Assistant Secretary

SCHEDULE A

U.S. TRADEMARK REGISTRATIONS AND APPLICATIONS

Trademark	Owner	Application Number	Application Date	Registration Number	Registration Date
INNOVATION YOU CAN TASTE	Le Petit Pain Holdings, LLC	87/248,131	11/25/2016	5,318,606	10/24/2017
RISE BAKING COMPANY	Le Petit Pain Holdings, LLC	87/166,000	09/09/2016		
RISE R BAKING COMPANY & Design 	Le Petit Pain Holdings, LLC	87/248,128	11/25/2016		