

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM485947

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Oberto Sausage Company		05/31/2018	Corporation: WASHINGTON
RECEIVING PARTY DATA			
Name:	PB USA Meat Snacks Acquisition Corp.		
Street Address:	100 - 10991 Shellbridge Way		
City:	Richmond, British Columbia		
State/Country:	CANADA		
Postal Code:	V6X 3C6		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 43			
Property Type	Number	Word Mark	
Registration Number:	2905251	OH BOY! OBERTO	
Registration Number:	0984080	OBERTO	
Registration Number:	5267039	OBERTO	
Registration Number:	2937913	OH BOY!	
Registration Number:	1876179	BACON CURLS	
Registration Number:	1622722		
Registration Number:	1892262	CATTLEMAN'S CUT	
Registration Number:	0884260	COCKTAIL PEP	
Registration Number:	1091503	DENVER DAN'S	
Registration Number:	1512914	LONG RIDER	
Registration Number:	1515610	LONG RIDER	
Registration Number:	2330182	LOWREY'S	
Registration Number:	2957093	LOWREY'S	
Registration Number:	1698457	LOWREY'S BIG BEEF	
Registration Number:	1687265	LOWREY'S BIG BEEF	
Registration Number:	0826990	OH BOY! OBERTO	
Registration Number:	2298932	OH BOY! OBERTO	
Registration Number:	1268104	OH BOY! OBERTO	
Registration Number:	1409654	PACIFIC GOLD	

OP \$1090.00 2905251

Property Type	Number	Word Mark
Registration Number:	4364999	PACIFIC GOLD
Registration Number:	0906865	PEP
Registration Number:	1807763	PEP LOG
Registration Number:	2025333	SHORT STOPS
Registration Number:	0829875	SMOK'A'RONI
Registration Number:	4422171	
Registration Number:	5166689	OBERTO
Registration Number:	5277412	OBERTO
Registration Number:	5360723	OBERTO
Registration Number:	4983573	OBERTO
Registration Number:	5277413	OBERTO
Registration Number:	5360724	OBERTO
Registration Number:	4975796	O
Serial Number:	87033847	O
Registration Number:	4529623	EAT EXCELLENT. BE EXCELLENT.
Registration Number:	5306819	YOU GET OUT WHAT YOU PUT IN
Serial Number:	87594139	YOU GET OUT WHAT YOU PUT IN
Serial Number:	86559586	MOUNTAIN JACK
Serial Number:	87005184	WHERE STEAK MEETS GLORY
Serial Number:	87101613	AS GOOD AS IT GETS
Serial Number:	87423087	CLEAN AND JERK
Serial Number:	87649317	FOUNDER'S RESERVE
Serial Number:	87649312	SINCE 1918 CELEBRATING 100 YEARS
Serial Number:	87856179	OH BOY! OBERTO DELI CLASSICS

CORRESPONDENCE DATA

Fax Number: 5125364598

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: 512-474-5201

Email: aoipdocket@nortonrosefulbright.com,
ruth.przygoda@nortonrosefulbright.com

Correspondent Name: Norton Rose Fulbright US LLP

Address Line 1: 98 San Jacinto Blvd., Suite 1100

Address Line 4: Austin, TEXAS 78701

ATTORNEY DOCKET NUMBER:	1001040023
NAME OF SUBMITTER:	Alicia Morris Groos
SIGNATURE:	/Alicia Morris Groos/
DATE SIGNED:	08/14/2018

Total Attachments: 6

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made as of May 31, 2018 (the "Effective Date") by Oberto Sausage Company, a Washington corporation ("Assignor"), for the benefit of PB USA Meat Snacks Acquisition Corp., a Delaware corporation ("Assignee"). This Assignment is made pursuant to that certain Asset Purchase Agreement dated as of April 12, 2018 by and among Assignor, Premium Brands Holdings Corporation, a body corporate existing under the laws of Canada, and Assignee (the "Purchase Agreement"). All capitalized terms used in this Agreement but not otherwise defined herein are given the meanings set forth in the Purchase Agreement.

NOW THEREFORE, for good and valuable consideration as set forth in the Purchase Agreement, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby covenants and agrees as follows:

1. Grant and Assignment of Trademarks. Effective as of the Effective Date, Assignor does hereby sell, transfer, convey, assign and deliver to Assignee, its successors, assigns, and designees, free and clear of all Encumbrances, other than Permitted Encumbrances, all of Assignor's right, title, and interest in and to those certain registered trademarks and pending applications referred to in Exhibit A attached hereto (the "Trademarks"), together with the goodwill of the Trademarks, the goodwill of Assignor's business derived therefrom, all common law trademark rights pertaining thereto, and all common law copyrights related thereto, and with respect to the pending U.S. intent-to-use applications, the portion of Assignor's business related thereto, all of the foregoing to be held by Assignee for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns and other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this sale, assignment and transfer had not been made; together with all claims for damages by reason of past infringements of the Trademarks or related copyrights, along with the right to sue for and collect such damages for the use and benefit of Assignee and Assignee's successors, assigns and other legal representatives. Assignor does hereby further contribute, transfer, assign and deliver to Assignee all of its right, title and interest in and to the Trademarks in any country foreign to the United States.

2. Further Assurances. Assignor shall, without additional consideration, take such further actions and execute promptly such further documents as are necessary to effect and record the above assignment, including any actions or documents required by any applicable registrar or governmental body to document the transfer herein or as may be necessary to protect, secure and vest good, valid and marketable title to the Trademarks and related rights in Assignee; and Assignor shall not take any action inconsistent with the assignment, rights, title, or interests granted herein.

3. Recording of Assignment. Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States, any officer of any country or countries foreign to the United States, and any other entity, state, provincial or local governmental authority whose duty it is to register or issue any of the Trademarks, or other evidence or forms of intellectual property protection, to issue the same to Assignee and its

successors, assigns and other legal representatives in accordance with the terms of this Assignment.

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Signature Page Follows

IN WITNESS WHEREOF, this Assignment has been executed as of the day and year first written above.

Assignor:

OBERTO SAUSAGE COMPANY,
a Washington corporation

By: 

Name: Tom Hernquist
Title: President and CEO

[SIGNATURE PAGE TO TRADEMARK ASSIGNMENT]

TRADEMARK
REEL: 006412 FRAME: 0520

Exhibit A
Trademarks

Mark	Country	Application No.	Registration No.	Reg. Date
OH BOY!	Brazil	826232469	826232469	4/12/2011
OH BOY! OBERTO (Composite)	Canada	1,206,636	TMA657,268	1/25/2006
OBERTO	Canada	1,198,524	TMA627,199	12/1/2004
OH BOY!	Canada	1,206,627	TMA664,035	5/11/2006
BRIDGE Design	Canada	722527	TMA429,618	6/24/1994
CATTLEMAN'S CUT	Canada	1,828,308		
Red and Green Blocks Design	Canada	474,432	TMA293,301	7/20/1984
PACIFIC GOLD	Canada	722,515	TMA434,944	10/28/1994
OBERTO Logo (w/color)	Canada	1,660,267		
OBERTO Logo (b&w)	Canada	1,660,262		
New "O" Logo	Canada	1,670,820		
YOU GET OUT WHAT YOU PUT IN	Canada	1,690,997		
YOU GET OUT WHAT YOU PUT IN	Canada	1,885,558		
WHERE STEAK MEETS GLORY	Canada	1,828,305		
AS GOOD AS IT GETS	Canada	1,817,938		
OH BOY! OBERTO (Composite)	China	4646834	4646834	2/28/2008
OBERTO	China	4646824	4646824	2/28/2008
OH BOY! OBERTO	China	4646821	4646821	2/28/2008
OBERTO (Chinese characters)	China	4646822	4646822	2/28/2008
OH BOY! OBERTO (Chinese characters)	China	4646823	4646823	2/28/2008
OBERTO Logo (w/color)	China	WO1181587	WO1181587	2/2/2015
OBERTO Logo (b&w)	China	WO1181963	WO1181963	9/28/2015
New "O" Logo	China	WO1205284	WO1205284	12/22/2014
OH BOY! OBERTO (Composite)	Japan	2004-7840	4845568	3/11/2005
OBERTO	Japan	2003-103095	4787371	7/16/2004
OH BOY!	Japan	2004-7841	4807679	10/1/2004
PEP	Japan	2003-103096	4864099	5/13/2005
OBERTO Logo (w/color)	Japan	WO1181587	WO1181587	5/15/2015
OBERTO Logo (b&w)	Japan	WO1181963	WO1181963	5/15/2015
New "O" Logo	Japan	WO1205284	WO1205284	7/10/2015
OBERTO	South Korea	40-2004-3916	40-0624916	7/15/2005
OBERTO Logo (w/color)	South Korea	WO1181587	WO1181587	7/28/2014
OBERTO Logo (b&w)	South Korea	WO1181963	WO1181963	8/7/2014
OBERTO	Mexico	639871	837322	6/16/2004
OBERTO Logo (w/color)	Mexico	WO1181587	WO1181587	4/11/2016
OBERTO Logo (b&w)	Mexico	WO1181963	WO1181963	3/17/2015
New "O" Logo	Mexico	WO1205284	WO1205284	2/20/2015
OBERTO	Taiwan	93003299	01137086	1/16/2005

OH BOY!	Taiwan	93003298	01137085	1/16/2005
OBERTO Logo (w/color)	Taiwan	103025799	1690517	2/1/2015
OBERTO Logo (b&w)	Taiwan	103025800	1690518	2/1/2015
New "O" Logo	Taiwan	103017697	1687708	1/16/2015
OH BOY! OBERTO (Composite)	United States	78346902	2905251	11/23/2004
OBERTO	United States	72462331	984080	5/14/1974
OBERTO	United States	87003065	5267039	8/15/2017
OH BOY!	United States	78337380	2937913	4/5/2005
BACON CURLS	United States	74386483	1876179	1/24/1995
BRIDGE Design	United States	74023706	1622722	11/13/1990
CATTLEMAN'S CUT	United States	74377786	1892262	5/2/1995
COCKTAIL PEP	United States	72321826	884260	1/13/1970
DENVER DAN'S	United States	73128109	1091503	5/16/1978
LONG RIDER	United States	73717410	1512914	11/15/1988
LONG RIDER and Design	United States	73717411	1515610	12/6/1988
LOWREY'S	United States	75401853	2330182	3/14/2000
LOWREY'S and Design	United States	78339156	2957093	5/31/2005
LOWREY'S BIG BEEF	United States	74069313	1698457	6/30/1992
LOWREY'S BIG BEEF and Design	United States	74083152	1687265	5/12/1992
OH BOY! OBERTO (Stylized)	United States	72223154	826990	4/4/1967
OH BOY! OBERTO and Design (red and green blocks, lined for color)	United States	75466910	2298932	12/7/1999
OH BOY! OBERTO and Design (red and green blocks, lined for color)	United States	73377959	1268104	2/21/1984
PACIFIC GOLD	United States	73564296	1409654	9/16/1986
PACIFIC GOLD	United States	77849943	4364999	7/9/2013
PEP	United States	72327953	906865	1/26/1971
PEP LOG	United States	74368644	1807763	11/30/1993
SHORT STOPS	United States	75018057	2025333	12/24/1996
SMOK'A'RONI	United States	72240641	829875	6/6/1967
BRIDGE Design II	United States	77855433	4422171	10/22/2013
OBERTO Logo (w/color)	United States	86015001	5166689	3/21/2017
OBERTO Logo (w/color)	United States	87003070	5277412	8/29/2017
OBERTO Logo (w/color)	United States	87038919	5360723	12/19/2017
OBERTO Logo (b&w)	United States	86015006	4983573	6/21/2016
OBERTO Logo (b&w)	United States	87003075	5277413	8/29/2017
OBERTO Logo (b&w)	United States	87038920	5360724	12/19/2017
New "O" Logo	United States	86080267	4975796	6/14/2016
New "O" Logo	United States	87033847		
EAT EXCELLENT. BE EXCELLENT.	United States	86094672	4529623	5/13/2014
YOU GET OUT WHAT YOU PUT IN	United States	86205408	5306819	10/10/2017
YOU GET OUT WHAT YOU PUT IN	United States	87594139		
MOUNTAIN JACK	United States	86559586		

WHERE STEAK MEETS GLORY	United States	87005184		
AS GOOD AS IT GETS	United States	87101613		
CLEAN AND JERK	United States	87423087		
FOUNDER'S RESERVE	United States	87649317		
SINCE 1918 CELEBRATING 100 YEARS and Design	United States	87649312		
OH BOY! OBERTO DELI CLASSICS Logo	United States	87856179		
OBERTO	Washington State	N/A	5622	4/6/1965
OBERTO Logo (w/color)	WIPO	WO1181587	WO1181587	10/1/2013
OBERTO Logo (b&w)	WIPO	WO1181963	WO1181963	10/1/2013
New "O" Logo	WIPO	WO1205284	WO1205284	3/31/2014