

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM487827

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Deli Management, Inc.		08/28/2018	Corporation: TEXAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Darden Concepts, Inc.		
<b>Street Address:</b>	1000 Darden Center Drive		
<b>City:</b>	Orlando		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	32837		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4902849	A BETTER WAY TO EAT ON THE GO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3128324700		
<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>			
<b>Phone:</b>	3128324500		
<b>Email:</b>	jrodriguez@foley.com		
<b>Correspondent Name:</b>	Jami A. Gekas - Foley & Lardner LLP		
<b>Address Line 1:</b>	321 North Clark Street		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60654-5313		
<b>ATTORNEY DOCKET NUMBER:</b>	114550-6001		
<b>NAME OF SUBMITTER:</b>	AJ Schumacher		
<b>SIGNATURE:</b>	/AJ Schumacher/		
<b>DATE SIGNED:</b>	08/28/2018		
<b>Total Attachments: 3</b>			
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OP \$40.00 4902849

TRADEMARK ASSIGNMENT

This Trademark Assignment is made as of August 28, 2018, from Deli Management, Inc., a Texas corporation (the "Assignor"), to Darden Concepts, Inc., a Delaware corporation (the "Assignee"). The Assignor and Assignee are collectively referred to as the "Parties."

RECITALS

A. Assignor owns all rights, titles, and interest in and to U.S. Federal Service Mark Registration No. 4,902,849 (issued February 16, 2016) for the mark A BETTER WAY TO EAT ON THE GO, as well as the associated common law service mark rights to the A BETTER WAY TO EAT ON THE GO mark reflected in US Reg. No. 4,902,849 (hereinafter the "Mark"). A copy of the US registration certificate for the Mark is attached hereto as **Exhibit 1**.

B. Assignor wishes to assign, and Assignee wishes to acquire, all of Assignor's right, title, and interest in and to the Mark throughout the world.

AGREEMENT

Accordingly, in consideration of the promises and the mutual covenants and conditions agreed to by the Parties, including those contained herein, and for other good and valuable consideration, the receipt and adequacy of which are hereby acknowledged by the Parties, Assignor and Assignee agree as follows:

Assignor assigns, transfers, and sets over to Assignee, its successors, assigns, and legal representatives, Assignor's entire right, title, and interest in and to the Mark throughout the world, together with the goodwill of the business associated with the Mark and the right to bring actions and recover for past or future infringements or other violations of the rights assigned herein.

IN WITNESS WHEREOF, the parties have signed this Trademark Assignment, effective as of the date first above written.

DELI MANAGEMENT, INC.

*[Signature]*  
\_\_\_\_\_

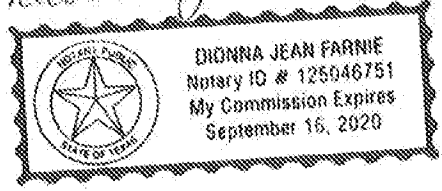
Name: Tom Corcoran  
Title: C.O.O.  
Date: 8/28/18

DARDEN CONCEPTS, INC.

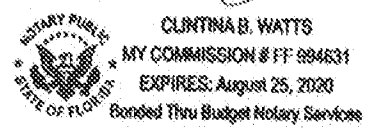
*[Signature]*  
\_\_\_\_\_

Name: Bruce A. Brown  
Title: Assistant Secretary  
Date: 8/28/18

*Dionna Jean Farnie*



*[Signature]*



4838-3511-0512.2  
93819265.2

# EXHIBIT 1

4838-3511-0612.2  
03810265.2

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TRADEMARK  
REEL: 006423 FRAME: 0886

United States of America  
United States Patent and Trademark Office

A BETTER WAY TO EAT ON THE  
GO

Reg. No. 4,302,849  
Registered Feb. 16, 2018  
Int. Cl. 43  
SERVICE MARK  
PRINCIPAL REGISTER

DELLSNNMESH NLINC STEVANS CORP/BRAND  
3000 BROADWAY  
MILWAUKEE, WI 53212  
FOR BENEFIT OF THE CLASSIFIED (CN BRAND PRO)  
FIRST USE IN 1990, IN CLASSIFIED IN 1990  
THE MARK CONSISTS OF STANDARD HEBAL TEA WITHOUT LEAF IN ANY PAK-  
ET, BAG, OR SLEEVE, SIZE, OR COLOR.  
2016-09-26, 18/04/21/2018  
MERRILLSON, S.A. EXAMINER/ATTORNEY



*Michelle K. Lane*  
Director of the United States  
Patent and Trademark Office

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