

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM492455

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
The J.M. Smucker Company		08/31/2018	Corporation: OHIO
J.M. Smucker LLC		08/31/2018	Corporation: OHIO
Smucker Foods of Canada Corp.		08/31/2018	Corporation: CANADA

**RECEIVING PARTY DATA**

<b>Name:</b>	Hometown Food Company
<b>Street Address:</b>	500 West Madison Street
<b>Internal Address:</b>	Suite 3650
<b>City:</b>	Chicago
<b>State/Country:</b>	ILLINOIS
<b>Postal Code:</b>	60661
<b>Entity Type:</b>	Corporation: DELAWARE

**PROPERTY NUMBERS Total: 33**

Property Type	Number	Word Mark
Registration Number:	1469282	GLADIOLA
Registration Number:	0330485	LA PINA
Registration Number:	3990016	EASY PACK
Registration Number:	3375233	EVERYBODY'S HAPPY WHEN IT'S HUNGRY JACK.
Registration Number:	2629396	FUNFETTI
Registration Number:	2870589	FUNFETTI
Registration Number:	3985329	FUNFETTI
Registration Number:	0339297	HUNGRY JACK
Registration Number:	0807335	HUNGRY JACK
Registration Number:	0844695	HUNGRY JACK
Registration Number:	1673056	HUNGRY JACK
Registration Number:	0883866	
Registration Number:	2345771	
Registration Number:	3375234	EVERYBODY'S HAPPY WHEN IT'S HUNGRY JACK.
Registration Number:	4988271	FUNFETTI
Registration Number:	1198172	JIM DANDY

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	3466854	COTTON COUNTRY
Registration Number:	0879581	GOODNESS GRACIOUS, IT'S GOOD
Registration Number:	0634147	HOT RIZE
Registration Number:	0884253	MARTHA WHITE
Registration Number:	4988270	FLUFFY FROST
Registration Number:	4988269	PURELY SIMPLE
Registration Number:	3799233	CONFETTI FUNFETTI
Registration Number:	2813038	CREAMY SUPREME
Registration Number:	2804941	MOIST SUPREME
Serial Number:	87299251	ORANGE ALL STAR
Registration Number:	0208874	SOFTASILK
Registration Number:	2744453	STARS & STRIPES
Registration Number:	3307683	STARS & STRIPES
Registration Number:	3159876	WHIPPED SUPREME
Registration Number:	3654621	WHITE LILY
Registration Number:	3668917	WHITE LILY A SOUTHERN TRADITION SINCE 18
Registration Number:	4924223	WHITE LILY SINCE 1883

**CORRESPONDENCE DATA**

**Fax Number:**

*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.*

**Email:** joanna.crosby@hklaw.com, dawn.rudenko@hklaw.com,  
ptdocketing@hklaw.com

**Correspondent Name:** Joanna Crosby

**Address Line 1:** 800 17th Street, NW

**Address Line 4:** Washington, D.C. 20006

**NAME OF SUBMITTER:** Joanna D. Crosby

**SIGNATURE:** /joannadcrosby/

**DATE SIGNED:** 10/03/2018

**Total Attachments: 11**

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## **TRADEMARK ASSIGNMENT**

This TRADEMARK ASSIGNMENT (this “Agreement”) is made and entered into effective as of August 31, 2018, by and among **THE J. M. SMUCKER COMPANY**, an Ohio corporation, with its principal place of business at One Strawberry Lane, Orrville, OH 44667, **J.M. SMUCKER LLC**, an Ohio corporation, as successor in interest to International Multifoods Corporation and Smucker-IMC, Inc., with its principal place of business at One Strawberry Lane, Orrville, OH 44667, **SMUCKER FOODS OF CANADA CORP.**, a federally incorporated Canadian corporation, formerly known as Robin Hood Multifoods, Inc., with its principal place of business at 80 Whitehall Drive, Markham, Ontario L3R 0P3 (collectively, the “Assignor”), and **HOMETOWN FOOD COMPANY**, a Delaware corporation, with its principal place of business at 500 West Madison Street, Suite #3650, Chicago, Illinois 60661 (the “Assignee”). For purposes of this Agreement, each Assignee and Assignor shall constitute a “Party” and, collectively, shall constitute the “Parties.”

WHEREAS, Assignor is the owner of the trademarks identified on Schedule A (collectively referred to herein as the “Acquired Trademarks”);

WHEREAS, Assignor and Assignee are parties to an Asset Purchase Agreement, dated June 29, 2018 (the “Purchase Agreement”), wherein among other things, Assignee purchased certain retail product lines from Assignor and the Acquired Trademarks. Capitalized terms used but not defined herein shall have the meanings ascribed to them in the Purchase Agreement.

NOW THEREFORE, in consideration of the foregoing, and the mutual agreements, provisions and covenants contained herein and in the Purchase Agreement, and subject to and in accordance with the Purchase Agreement, the Parties hereby agree as follows:

1. Assignment. Assignor hereby assigns, conveys and transfers to Assignee, its successors and assigns, all rights, title, goodwill, and interest in and to the Acquired Trademarks including all proceeds therefrom and the right to bring an action at law or in equity for any infringement, dilution or violation of any of the Acquired Trademarks occurring prior to the date hereof, and to collect all damages, settlements and proceeds relating to any of the Acquired Trademarks.

2. Purpose for Recordation. This Agreement has been executed and delivered by Assignor to Assignee for the purpose of recording this Agreement with the United States Patent and Trademark Office (the “PTO”) or other governing authority, and the Parties hereby authorize the PTO or other such governing authority to record this Agreement.

3. Purchase Agreement. This Agreement is in accordance with and is subject to all of the representations, warranties, covenants, exclusions and indemnities set forth in the Purchase Agreement, all of which are hereby incorporated herein by reference.

4. Further Assurances. From time to time after the Closing, without additional consideration, Assignor hereto will (or, if appropriate, cause their Affiliates to) execute and deliver such further instruments and take such other action as may be necessary or reasonably requested by Assignee to effectuate the assignment and transfer of the Acquired Trademarks.

5. Attorney-in-Fact. Assignor hereby appoints Assignee as its attorney-in-fact, with full authority in the place and stead of Assignor, and in the name of Assignor, solely to take any action and to create any instrument that may be necessary or desirable to register, effectuate, validate, record, maintain, perfect, enforce or defend this Agreement and Assignee's rights in the Acquired Trademarks.

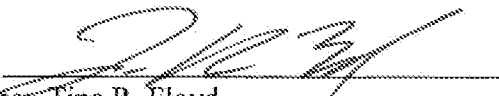
6. Counterparts. This Agreement may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed to be one and the same agreement. A signed copy of this Agreement delivered by facsimile, e-mail or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Agreement.

[Signature Page Follows]

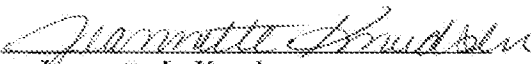
IN WITNESS WHEREOF, the Parties have executed this Agreement as of the day and year first above written.

**ASSIGNOR:**

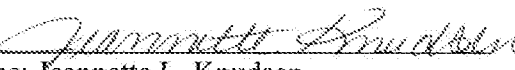
**THE J. M. SMUCKER COMPANY**

By:   
Name: Tina R. Floyd  
Title: Senior Vice President and General Manager,  
Consumer Foods

**J.M. SMUCKER LLC**

By:   
Name: Jeannette L. Knudsen  
Title: Vice President and Secretary

**SMUCKER FOODS OF CANADA CORP.**

By:   
Name: Jeannette L. Knudsen  
Title: Vice President and Secretary

**ASSIGNEE:**

**HOMETOWN FOOD COMPANY**

By: \_\_\_\_\_

Name: Ian B. MacTaggart

Title: Vice President and Secretary

**SCHEDULE A**


**Acquired Trademarks**

**Trademark Records By Country**

Owner	Trademark	Country	Application No.	Registration No.	Registration Date	Classes	Status
<b>United States of America</b>							
THE J.M. SMUCKER COMPANY	GLADIOLA	United States of America	73858351	1469282	15 Dec 1987	30	Registered
THE J.M. SMUCKER COMPANY	 LA PINA	United States of America	71368885	0330485	3 Dec 1935	30	Registered



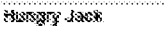
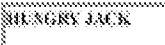
## Trademark Records By Country

Owner	Trademark	Country	Application No.	Registration No.	Registration Date	Classes	Status
<b>Antigua &amp; Barbuda</b>							
International Multifoods Corporation	HUNGRY JACK	Antigua & Barbuda	5170/97	5170/97	17 Jun 1999		Registered
<b>Benelux</b>							
International Multifoods Corporation	HUNGRY JACK	Benelux	0605955	5330905	13 Nov 1974	29,30,31	Registered
<b>Canada</b>							
The J.M. SMUCKER COMPANY	HUNGRY JACK	Canada	0299766	TMA157215	14 Jun 1968		Registered
The J.M. SMUCKER COMPANY	HUNGRY JACK	Canada	0310267	TMA159759	6 Dec 1968		Registered
<b>China</b>							
The J.M. SMUCKER COMPANY	HUNGRY JACK 	China	12345921	12345921	28 Jul 2015	30	Registered
<b>Dominica</b>							
International Multifoods Corporation	HUNGRY JACK	Dominica	6197	6197	10 Feb 1999	30	Registered
<b>El Salvador</b>							
J.M. Smucker LLC	HUNGRY JACK	El Salvador	16306/2001	311176	18 Jun 2003	29	Registered
J.M. Smucker LLC	HUNGRY JACK	El Salvador	16309/2001	301176	18 Jun 2003	30	Registered
<b>Guatemala</b>							
J.M. Smucker LLC	HUNGRY JACK	Guatemala	7957/97	141,045	12 Mar 2005	30	Registered
J.M. Smucker LLC	HUNGRY JACK	Guatemala	7961/95	84455	15 May 1997	29	Registered
<b>Indonesia</b>							
The J.M. SMUCKER COMPANY	HUNGRY JACK	Indonesia	0002003026254 IDN000043032		25 Jul 2005	29	Registered

**Israel**

THE J.M. SMUCKER COMPANY	HUNGRY JACK	Israel	55424	33424	7 Sep 1995	30	Registered
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**Malaysia**

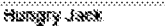
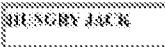
J.M. Smucker LLC	 Hungry Jack 	Malaysia	2015056823	2015068823	6 Nov 2013	30	Registered
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J.M. Smucker LLC	HUNGRY JACK	Malaysia	94000780	94000780	26 Jan 1994	30	Registered
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**Mexico**

International Multfoods Corporation	HUNGRY JACK	Mexico	139751	422442	23 Sep 1992	30	Registered
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**Nicaragua**

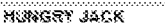

J.M. Smucker LLC	 Hungry Jack 	Nicaragua	9603056	35115	6 Jan 1998	29	Registered
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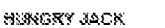

**Panama**

The J.M. SMUCKER COMPANY	HUNGRY JACK	Panama	54627	54627	1 Jun 1998	30	Registered
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The J.M. SMUCKER COMPANY	HUNGRY JACK	Panama	54628	54628	1 Jun 1998	29	Registered
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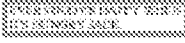
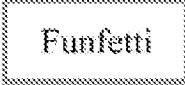

**Singapore**


Smucker-INC Inc.	 Hungry Jack 	Singapore	T93056034	T93056034	13 Oct 1997	29	Registered
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SMUCKER-INC INC.	 Hungry Jack 	Singapore	T93056041	T93056041	23 Jul 1993	30	Registered
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**United States of America**

THE J.M. SMUCKER	EASY PACK	United States	66193210	3990316	5 Jul 2011	30	Registered
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COMPANY		of America					
THE J.M. SMUCKER COMPANY	EVERYBODY'S HAPPY WHEN IT'S HUNGRY JACK. 	United States of America	77155232	3375233	29 Jan 2008	29	Registered
THE J.M. SMUCKER COMPANY	FUNFETTI	United States of America	78037890	2829398	1 Oct 2002	30	Registered
THE J.M. SMUCKER COMPANY	FUNFETTI	United States of America	78211298	2870598	3 Aug 2004	30	Registered
THE J.M. SMUCKER COMPANY		United States of America	85175838	3985329	28 Jun 2011	30	Registered
THE J.M. SMUCKER COMPANY	HUNGRY JACK 	United States of America	71370442	9339297	6 Oct 1938	38	Registered
THE J.M. SMUCKER COMPANY	HUNGRY JACK	United States of America	72213472	8897335	19 Apr 1968	30	Registered
THE J.M. SMUCKER COMPANY	HUNGRY JACK	United States of America	72285330	8844695	25 Feb 1968	29	Registered
THE J.M. SMUCKER COMPANY	HUNGRY JACK	United States of America	74082919	1873858	21 Jan 1962	30	Registered

<u>Owner</u>	<u>Trademark</u>	<u>Country</u>	<u>Application No.</u>	<u>Registration No.</u>	<u>Registration Date</u>	<u>Class</u>	<u>Status</u>
THE J.M. SMUCKER COMPANY		US	72320100	883866	01 Jan 1970	30	Registered
THE J.M. SMUCKER COMPANY		US	75767874	2345771	25 Apr 2000	30	Registered
THE J.M. SMUCKER COMPANY	EVERYBODY'S HAPPY WHEN IT'S HUNGRY JACK.	US	77155316	3375234	01 Jan 2008	30	Registered
THE J.M. SMUCKER COMPANY	FUNFETTI	US	86809858	4988271	28 Jan 2016	30	Registered


## Trademark Records By Country

Owner	Trademark	Country	Application No.	Registration No.	Registration Date	Classes	Status
<b>Bahamas</b>							
Robin Hood Multifoods Inc.	JIM DANDY	Bahamas	25469	25469	9 Dec 2002	30	Registered

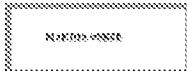
### United States of America

Owner	Trademark	Country	Application No.	Registration No.	Registration Date	Classes	Status
THE J.M. SMUCKER COMPANY		United States of America	73316979	1198172	15 Jun 1982	30	Registered

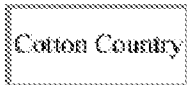
## Trademark Records By Country

Owner	Trademark	Country	Application No.	Registration No.	Registration Date	Classes	Status
<b>China</b>							
The J.M. SMUCKER COMPANY		China	12345922	12345922	7 Sep 2014	30	Registered

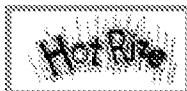
### St. Vincent & Grenadines

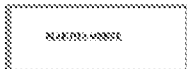
Owner	Trademark	Country	Application No.	Registration No.	Registration Date	Classes	Status
The J.M. SMUCKER COMPANY		St. Vincent & Grenadines	80/1998	80/1998	27 May 1998	30	Registered

### United States of America

Owner	Trademark	Country	Application No.	Registration No.	Registration Date	Classes	Status
THE J.M. SMUCKER COMPANY		United States of America	77331373	3488854	15 Jul 2008	30	Registered

Owner	Trademark	Country	Application No.	Registration No.	Registration Date	Classes	Status
THE J.M. SMUCKER COMPANY	GOODNESS GRACIOUS, IT'S GOOD	United States of America	72305582	0879581	26 Oct 1988		Registered

Owner	Trademark	Country	Application No.	Registration No.	Registration Date	Classes	Status
THE J.M. SMUCKER COMPANY		United States of America	71692684	0634147	4 Sep 1996	30	Registered




Owner	Trademark	Country	Application No.	Registration No.	Registration Date	Classes	Status
THE J.M. SMUCKER COMPANY		United States of America	72320101	0664253	13 Jan 1970	48	Registered

### Trademark Records by Country

Owner	Trademark	Country	Application No.	Registration No.	Registration Date	Int. Classes	Trademark Status	
The J.M. SMUCKER COMPANY	FLUFFY FROST	Mexico	1588820	1522303	Mar 19 2016	30	Registered	
The J.M. SMUCKER COMPANY	PURELY SIMPLE	Mexico	1588819	1512095	Feb 9 2016	30	Registered	
The J.M. SMUCKER COMPANY	FUNFETTI	Puerto Rico	219132-32-1			30	Pending	
The J.M. SMUCKER COMPANY	FLUFFY FROST	FLUFFY FROST	United States of America	86809840	4568270	Jun 29 2016	30	Registered
The J.M. SMUCKER COMPANY	FUNFETTI	FUNFETTI	United States of America	86809858	4568271	Jun 29 2016	30	Registered
The J.M. SMUCKER COMPANY	PURELY SIMPLE	PURELY SIMPLE	United States of America	86809822	4568269	Jun 29 2016	30	Registered
THE J.M. SMUCKER COMPANY	CONFETTI FUNFETTI	CONFETTI FUNFETTI	United States of America	77949651	2795223	Jun 8 2010	30	Registered
THE J.M. SMUCKER COMPANY	CREAMY SUPREME		United States of America	78211376	2812078	Feb 10 2004	30	Registered
THE J.M. SMUCKER COMPANY	FUNFETTI		United States of America	78217690	2825396	Oct 1 2002	30	Registered
THE J.M. SMUCKER COMPANY	FUNFETTI		United States of America	78211298	2870589	Aug 5 2004	30	Registered
THE J.M. SMUCKER COMPANY	FUNFETTI	Funfetti	United States of America	85175636	3995329	Jun 26 2011	30	Registered
THE J.M. SMUCKER COMPANY	MOIST SUPREME		United States of America	78211348	2804941	Jan 13 2004	30	Registered
THE J.M. SMUCKER COMPANY	ORANGE ALL STAR	ORANGE ALL STAR	United States of America	87295251			30	Pending
THE J.M. SMUCKER COMPANY	SOFTASILK	SOFTASILK	United States of America	74222813	3208974	Feb 9 1932	30	Registered
THE J.M. SMUCKER COMPANY	STARS & STRIPES	STARS & STRIPES	United States of America	76388208	2744403	Jul 29 2003	30	Registered
THE J.M. SMUCKER COMPANY	STARS & STRIPES	STARS & STRIPES	United States of America	76401610	2907960	Oct 9 2007	30	Registered
THE J.M. SMUCKER COMPANY	WHIPPED SUPREME	WHIPPED SUPREME	United States of America	78364622	3129975	Oct 07 2006	30	Registered

<u>Owner</u>	<u>Trademark</u>	<u>Country</u>	<u>Application No.</u>	<u>Registration No.</u>	<u>Registration Date</u>	<u>Class</u>	<u>Status</u>
THE J.M. SMUCKER COMPANY	SOFTASILK	CA	0156696	TMDA54195	23 Apr 1932	30	Registered

## Trademark Records By Country

Owner	Trademark	Country	Application No.	Registration No.	Registration Date	Classes	Status
<b>United States of America</b>							
	WHITE LILY						
THE J.M. SMUCKER COMPANY		United States of America	77647425	3654621	14 Jul 2009	30	Registered
	WHITE LILY A SOUTHERN TRADITION SINCE 1883						
THE J.M. SMUCKER COMPANY		United States of America	77647429	3668817	18 Aug 2009	30	Registered
	WHITE LILY SINCE 1883						
THE J.M. SMUCKER COMPANY		United States of America	86563870	4924223	22 Mar 2016	30	Registered

The Acquired Trademarks shall further include any plain type, stylized or logo versions of any of the items set forth above, and any common-law rights, state and foreign rights, applications and registrations (if not included above), except that the FUNFETTI-formative marks, CREAMY SUPREME and MOIST SUPREME marks are being assigned in the United States only.