

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM489521

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sweet Earth, Inc.		01/31/2018	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Societe des Produits Nestle S.A.		
Street Address:	Case Postale 353		
City:	1800 Vevey		
State/Country:	SWITZERLAND		
Entity Type:	Société Anonyme (Sa): SWITZERLAND		
PROPERTY NUMBERS Total: 29			
Property Type	Number	Word Mark	
Registration Number:	5532036	ARTISAN BOWLS	
Registration Number:	5026554	BENEVOLENT BACON	
Registration Number:	5516502	BIG SUR BREAKFAST BURRITO	
Serial Number:	87811634	CIVIL JERKY	
Serial Number:	87402749	ENLIGHTENED FOOD	
Registration Number:	4468628	ENLIGHTEN UP, MAN	
Registration Number:	4805596	ENLIGHTEN UP, MAN	
Serial Number:	87237243	EXOTIC BY NATURE CONSCIOUS BY CHOICE	
Registration Number:	5105850	FARMSTAND FLAXBREAD	
Serial Number:	87477377	GARDEN JERKY	
Registration Number:	4947188	GET CULTURED!	
Registration Number:	4947186	GET FOCUSED!	
Registration Number:	4214043	IT'S A WHEAT MEAT WORLD	
Registration Number:	4365610	IT'S A WHEAT MEAT WORLD	
Registration Number:	4947185	LIGHTEN UP!	
Registration Number:	4947184	PROTEIN LOVER'S	
Serial Number:	87831889	PROTEIN OPTIMA	
Registration Number:	4740134	RIGHTEOUS MEATS	
Registration Number:	5083963	SAVORY GROUNDS	
Registration Number:	4947187	STAY ZEN	

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Property Type	Number	Word Mark
Registration Number:	5079663	SUPER 5 FOODS
Registration Number:	5022611	SWEET EARTH
Registration Number:	5052797	SWEET EARTH
Serial Number:	87403186	SWEET EARTH ENLIGHTENED FOODS
Registration Number:	3786709	SWEET EARTH NATURAL FOODS
Registration Number:	5041183	SWEET EARTH NATURAL FOODS
Registration Number:	4282507	THE BURRITO ABIDES
Registration Number:	5454908	THE FANDANGO
Registration Number:	4273396	

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.

Phone: 303.245.2092

Email: ljheld@hollandhart.com, docket@hollandhart.com

Correspondent Name: Catherine C. Miller

Address Line 1: Attn: Trademark Docketing, P.O. Box 8749

Address Line 4: Denver, COLORADO 80201

ATTORNEY DOCKET NUMBER: 82145.sweet earth assign

DOMESTIC REPRESENTATIVE

Name: Catherine C. Miller

Address Line 1: Attn: Trademark Docketing

Address Line 2: P.O. Box 8749

Address Line 4: Denver, COLORADO 80201

NAME OF SUBMITTER: Catherine C. Miller

SIGNATURE: /Catherine C. Miller/

DATE SIGNED: 09/11/2018

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Trademark Assignment is made and effective as of the 31st day of January, 2018 (the "Effective Date"), by and between Sweet Earth, Inc., a Delaware corporation having a place of business at 3080 Hilltop Road, Moss Landing, California 95039 USA ("Assignor"), and Société des Produits Nestlé S.A., a Swiss société anonyme having a place of business at Case Postale 353, 1800 Vevey, Switzerland ("Assignee").

WHEREAS, Assignor is the sole owner of the trademarks and the corresponding registrations shown on **Schedule A** (collectively, the "Trademarks");

WHEREAS, Assignee desires to acquire Assignor's entire right, title and interest in and to the Trademarks, and all rights of renewal thereof, together with the goodwill of the business associated with and symbolized by said Trademarks; and

WHEREAS, the Assignor and Assignee are both duly authorized and capable of entering into this Trademark Assignment.


NOW, THEREFORE, for valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

The Assignor does hereby sell, assign, transfer and sets over to Assignee, its successors and assigns, all of its right, title and interest in and to the Trademarks, including, without limitation, all rights of renewal thereof, together with (i) the parts of the businesses to which the Trademarks pertain, which business is ongoing and existing, (ii) the goodwill of the businesses associated with and symbolized by the Trademarks, (iii) the right to sue for past or continuing infringement and to collect all damages or profits for past infringements for its own use and benefits, and (iv) the right to sue and recover for any past or continuing contract breaches related to the Trademarks.

The Assignor authorizes the United States Patent and Trademark Office and any other applicable jurisdictions to record the transfer of the registration of the Trademarks to Assignee as recipient of Assignor's entire right, title and interest therein.

IN WITNESS hereof, Assignor has executed this Trademark Assignment as of the Effective Date.

Sweet Earth, Inc.

By: 

Name: DAN NUGENT

Title: GENERAL COUNSEL

SCHEDULE A

<u>Description</u>	<u>Registration No. / Serial No.</u>	<u>Filing Date (pending marks only)</u>	<u>Registration Date</u>	<u>Pending International Registrations</u>
Artisan Bowls	5532036		7/31/2018	
Benevolent Bacon	5026554		8/23/2016	
Big Sur Breakfast Burrito	5516502		7/17/2018	
Civil Jerky	87811634	2/26/2018		
Enlightened Food	87402749	4/7/2017		
Enlighten Up, Man	4468628		1/21/2014	
Enlighten Up, Man (t-shirts)	4805596		9/1/2015	
Exotic by Nature Conscious by Choice	87237243	11/15/2016		
Farmstand Flaxbread	5105850		12/20/2016	
Garden Jerky	87477377	6/6/2017		
Get Cultured!	4947188		4/26/2016	
Get Focused!	4947186		4/26/2016	
It's a Wheat Meat World	4214043		9/25/2012	
It's a Wheat Meat World (t-shirts)	4365610		7/9/2013	
Lighten Up!	4947185		4/26/2016	
Protein Lover's	4947184		4/26/2016	
Protein Optima	87831889	3/13/2018		
Righteous Meats	4740134		5/19/2015	
Savory Grounds	5083963		11/15/2016	
Stay Zen	4947187		4/26/2016	
Super 5 Foods	5079663		11/8/2016	
Sweet Earth	5022611		8/16/2016	UK, EU, AU, SK
Sweet Earth (Class 35)	5052797		10/4/2016	
Sweet Earth (International Reg)	1325335		10/24/2016	
Sweet Earth Enlightened Foods	87403186	4/7/2017		
Sweet Earth Natural Foods	3786709		5/11/2010	UK, EU, AU, SK
Sweet Earth Natural Foods	5041183		9/13/2016	UK, EU, SK
Sweet Earth Natural Foods (International Reg)	1334937		11/14/2016	
The Burrito Abides	4282507		1/29/2013	
The Fandango	5454908		4/24/2018	
Zen Farmer	4273396		1/8/2013	UK, EU, AU, SK
Zen Farmer (International Reg)	1343187		11/14/2016	