

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM499042

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hu Holdings, LLC		10/02/2018	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	Hu Master Holdings LLC		
Street Address:	78 Fifth Avenue		
Internal Address:	Ground Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10011		
Entity Type:	Limited Liability Company: NEW YORK		
PROPERTY NUMBERS Total: 16			
Property Type	Number	Word Mark	
Registration Number:	4234930	HU	
Registration Number:	4234931	HU	
Registration Number:	4234932	HU	
Registration Number:	4335537	HU	
Registration Number:	4243001	HU	
Registration Number:	4429320	BE HUMAN	
Registration Number:	4373414	PRE-INDUSTRIAL FOOD (PIF)	
Registration Number:	4881838	PRE-INDUSTRIAL FOOD (PIF)	
Registration Number:	4277344	GET BACK TO HUMAN	
Registration Number:	4302853	GET BACK TO HUMAN	
Registration Number:	4482054	HU	
Registration Number:	4401925	MASHBAR	
Registration Number:	4381419	FOOD FOR HUMANS	
Registration Number:	5586704	GET BACK TO HUMAN	
Serial Number:	87872117	HU	
Serial Number:	88148454	GET BACK TO HUMAN	
CORRESPONDENCE DATA			

OP \$415.00 4234930

Fax Number: 9147234301

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: 9147234300

Email: CSHORE@LSLLP.COM

Correspondent Name: CATHY E. SHORE-SIROTIN

Address Line 1: One Chase Road

Address Line 2: Lackenbach Siegel Bldg.

Address Line 4: Scarsdale, NEW YORK 10583

NAME OF SUBMITTER:	Cathy E. Shore-Sirotin
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SIGNATURE:	/cathy e. shore-sirotin/
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DATE SIGNED:	11/20/2018
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Total Attachments: 5

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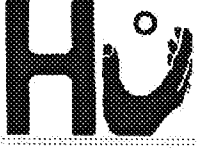
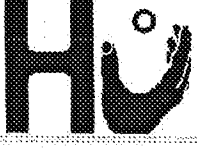
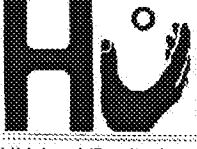

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ASSIGNMENT

WHEREAS, HU HOLDINGS, LLC, a New York Limited Liability Company was the owner of all right, title and interest in and to the following U.S. Trademark Registrations and Applications:

Federal Trademarks				
Ref #	Trademark & Logo	Status/Status Date	Serial/Reg. No.	Goods (Condensed_
Fed 1	HU (and Design) 	REGISTERED - November 5, 2018	4,234,930	29 - Nut butters; nut butters, namely, cashew butter,
Fed 2	HU (and Design) 	REGISTERED - November 5, 2018	4,234,931	30 - Granola; granola-based snack bars; tomato sauce;
Fed 3	HU (and Design) 	REGISTERED - October 30, 2012	4,234,932	32 - Soft drinks; fruit juices; vegetable juices
Fed 4	HU (and Design) 	REGISTERED - May 14, 2013	4,335,537	35 - Retail store services in the field of food and beverages.
Fed 5	HU (and Design) 	REGISTERED - November 13, 2012	4,243,001	43 - Restaurant services
Fed 6	BE HUMAN	REGISTERED - November 5, 2013	4,429,320	30 - Granola; granola-based snack bars; condiments,
Fed 7	PRE-INDUSTRIAL FOOD (PIF)	REGISTERED - July 23, 2013	4,373,414	29 - Nut butters; nut butters, namely, cashew butter,
Fed 8	PRE-INDUSTRIAL	REGISTERED -	4,881,838	35 - Retail store

	FOOD (PIF)	January 5, 2016		services . . . food/beverages...
Fed 9	GET BACK TO HUMAN	REGISTERED - January 15, 2013	4,277,344	29 - Nut butters; nut butters, namely, cashew butter,
Fed 10	GET BACK TO HUMAN	REGISTERED - March 12, 2013	4,302,853	35 - Retail store services . . . food/beverages.
Fed 11	HU (and Design) 	REGISTERED - February 11, 2014	4,482,054	25 - Hats; Wearable garments and clothing, namely, shirts
Fed 12	MASHBAR	REGISTERED - September 10, 2013	4,401,925	43 - Restaurant services
Fed 13	FOOD FOR HUMANS	REGISTERED - August 6, 2013	4,381,419	43 - Restaurant services
Fed 14	GET BACK TO HUMAN (and Design) GET BACK TO HUMAN	REGISTERED - October 16, 2018	5,586,704	25 - Clothing, namely, tops, headwear
Fed 15	HU (and Design) 	PUBLISHED - Published for Opposition - September 4, 2018	87-872117	30 - Coffee beans
Fed 16	GET BACK TO HUMAN	PENDING - Initialized, not assigned to Examiner - October 19, 2018	88-148454	30 - Chocolate

(the “Registered Trademarks”); and

WHEREAS, HU HOLDINGS, LLC, was the owner of all right, title and interest in and to the following common law trademarks by virtue of its use of such trademarks in commerce: HU, HŪ, HU KITCHEN, HŪ KITCHEN, HŪ (and Design) KITCHEN, HU CHOCOLATE, HŪ CHOCOLATE, and HŪ (and Design) CHOCOLATE (the “Common Law Trademarks;” the Registered Trademarks and the Common Law Trademarks collectively, the “Trademarks”); and

WHEREAS, **HU MASTER HOLDINGS LLC** was desirous of acquiring the Trademarks, together with the goodwill of the business symbolized by the Trademarks; and

WHEREAS, by agreement **HU MASTER HOLDINGS LLC** received the entire right, title, and interest in and to the Trademarks, together with the goodwill of the business symbolized thereby; and

WHEREAS, the parties hereto are desirous of executing a document for purposes of memorializing their agreement and recordation at the United States Patent and Trademark Office recording title in and to the Registered Trademarks in the name of **HU MASTER HOLDINGS LLC**.

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

1. Effective as of 10/2/18, **HU HOLDINGS, LLC** acknowledges and confirms its prior transfer of the Trademarks, and does hereby sell, assign, and transfer to **HU MASTER HOLDINGS LLC** all rights, title and interest in and to the Trademarks, including the applications and registrations thereof and the Certificates of Registration duly and legally issued therefore, and any and all renewals of the Trademarks, together with the goodwill of the business symbolized thereby, and further including, without limitation, all claims for damages by reason of past infringement and the right to sue for and the right to collect damages for past infringement.
2. **HU HOLDINGS, LLC** represents and warrants that it has the full right, power and authority to make this assignment, and that it has not granted and will not grant any assignment or other encumbrance of the Trademarks.

3. Each party agrees, without further consideration, to cooperate and diligently perform any further acts, and to execute and deliver any documents, that may from time to time be reasonably necessary or otherwise reasonably required to consummate, evidence, confirm and/or carry out the intent and provisions of this Agreement, all without undue delay or expense.

4. This Agreement is the entire agreement of the parties with respect to its subject matter and there are no other agreements or understandings, express or implied.

5. This Agreement is binding on the parties, their successors, assigns, licensees, related companies, and affiliates.

6. This Agreement may not be modified or amended except by way of further written agreement signed by an authorized representative of each of the parties.

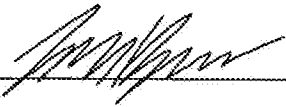
7. The parties agree that this Agreement, including the validity and enforceability hereof, shall be governed by and interpreted in accordance with the substantive laws and decisions of the State of New York without giving effect to the principles thereto relating to conflicts of law.

8. In the event that any provision of this Agreement is declared invalid, illegal, or unenforceable, the validity, legality and enforceability of the remaining provisions shall not be affected.

9. This Agreement may be executed in one or more counterparts, each of which shall be deemed an original but all of which together shall constitute one and the same instrument. Faxed or scanned signatures of this Agreement are legally binding.

10. The above "WHEREAS" clauses are an integral part of this Agreement and are incorporated herein and made a part hereof.

Hu Holdings, LLC

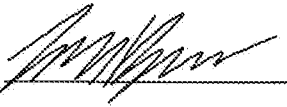
By: 

Printed Name: Jordan Brown

Title: Co-Founder

Date: 10/2/18

Hu Master Holdings, LLC

By: 

Printed Name: Jordan Brown

Title: Co-Founder

Date: 10/2/18