

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM494657

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
NATIONAL PORK BOARD		10/15/2018	BOARD CREATED UNDER A FEDERAL STATUTE: UNITED STATES
RECEIVING PARTY DATA			
Name:	NATIONAL PORK PRODUCERS COUNCIL		
Street Address:	10676 Justin Drive		
City:	Urbandale		
State/Country:	IOWA		
Postal Code:	50322		
Entity Type:	Non-Profit Corporation: IOWA		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	87072605	PORK	
Serial Number:	87073418	PORK BE INSPIRED	
Serial Number:	87073411	PORK BE INSPIRED	
Serial Number:	87070909	PORK TE INSPIRA	
Serial Number:	87070898	PORK TE INSPIRA	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Phone:	5152422400		
Email:	ip@brownwinick.com		
Correspondent Name:	BrownWinick Law Firm		
Address Line 1:	666 Grand Ave., Suite 2000		
Address Line 4:	Des Moines, IOWA 50309		
ATTORNEY DOCKET NUMBER:	14180.0004		
NAME OF SUBMITTER:	Jordan E. Meggison-Decker		
SIGNATURE:	/Jordan E. Meggison-Decker/		
DATE SIGNED:	10/19/2018		

CH \$140.00 87072605

Total Attachments: 3

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TRADEMARK ASSIGNMENT

WHEREAS, National Pork Board, an instrumentality of the United States of America created under the Pork Promotion Research and Consumer Information Act of 1985, as amended, located at 1776 NW 114th Street, Clive, Iowa 50325, USA, has adopted, used, is using and is the owner of the trademark applications and registrations with the Patent and Trademark Office in the United States, Canada, and the European Union, described in Exhibit A,

WHEREAS, National Pork Producers Council, an Iowa non-profit corporation, located at 10676 Justin Drive, Urbandale, Iowa 50322 is desirous of acquiring said trademarks and applications and registrations therefor,

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, National Pork Board, hereby assigns to National Pork Producers Council, all right, title and interest in the United States, Canada, and the European Union, and to said trademarks, said applications, and said registrations therefor, together with the goodwill of the business symbolized by said trademarks and said applications to register said trademarks.

IN WITNESS WHEREOF, we have hereunto assigned our names on the day and year set forth below.

National Pork Board

By: Bill Even

Name: Bill Even

Title: CEO

Date: 10-15-18

STATE OF IOWA)
)
COUNTY OF Polk)

On this 15 day of October, 2018, personally appeared Bill Even, to me known and known to me to be CEO (title) for National Pork Board, the assignor above named, and acknowledged that the foregoing Assignment was executed on behalf of said assignor and pursuant to authority duly received.

Jamie L. Byrnes
Notary Public in and for said State.

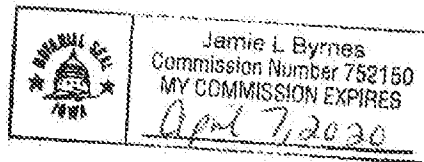
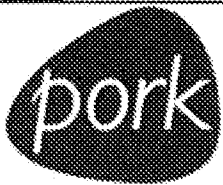
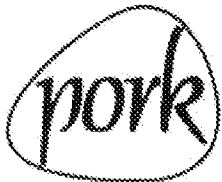








Exhibit A

Mark	Country	App No	App Date	Reg No	Reg Date
	United States of America	87/072,605	6/15/2016	5,221,348	6/13/2017
	Canada	813129	5/21/1996	TMA497244	7/13/1998
	European Union IPO	926113	9/10/1998	926113	3/16/2000
THE OTHER WHITE MEAT	Canada	813128	5/21/1996	TMA506870	1/19/1999
THE OTHER WHITE MEAT	European Union IPO	000926097	9/10/1998	000926097	4/16/2003
 Be inspired	United States of America	87/073,418	6/16/2016	5,198,462	5/9/2017
 Be inspired	United States of America	87/073,411	6/16/2016	5,415,373	3/6/2018
 Te inspira	United States of America	87/070,909	6/14/2016	5,355,928	12/12/2017
 Te inspira	United States of America	87/070,898	6/14/2016	5,360,755	12/19/2017
 Quality Assurance	Canada	1009079	3/18/1999	TMA624832	11/5/2004