

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM501193

<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>
WISCONSIN CHEESE GROUP, LLC		12/05/2018	Limited Liability Company: WISCONSIN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	MISHA LLC		
<b>Street Address:</b>	1370 Broadway, Suite 502		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10018		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2752253	WUNDERBAR	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>Email:</b>	trademark@cll.com		
<b>Correspondent Name:</b>	Jeffrey Chery		
<b>Address Line 1:</b>	114 West 47th Street		
<b>Address Line 4:</b>	New York, NEW YORK 10036-1525		
<b>NAME OF SUBMITTER:</b>	Jeffrey Chery		
<b>SIGNATURE:</b>	/Jeffrey Chery/		
<b>DATE SIGNED:</b>	12/07/2018		
<b>Total Attachments: 2</b>			
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**EXHIBIT 1**

This Trademark Assignment (this "Trademark Agreement") is made this 5<sup>th</sup> day of December, 2018 between Wisconsin Cheese Group, LLC, a Wisconsin limited liability company with an address at 105 Third Street, Monroe, Wisconsin 53566 ("Assignor") and MISHA LLC, a Delaware limited liability company with an address at 1370 Broadway, Suite 502, New York, NY 10018 ("Assignee"), pursuant to the Asset Purchase Agreement, dated December 5, 2018, between Assignor and Assignee (the "Asset Purchase Agreement").

WHEREAS, Assignor is the owner of the registration for the mark shown in the attached Schedule A (the "Trademark");

WHEREAS, pursuant to the Asset Purchase Agreement, Assignor has agreed to, among other things, assign and transfer to Assignee the Trademark and all of Assignor's right, title and interest in and to the Trademarks, and the goodwill associated therewith; and

WHEREAS, Assignee wishes to acquire the Trademark and all of Assignor's right, title and interest in and to the Trademark and the goodwill associated therewith.

NOW, THEREFORE, according to the price paid pursuant to the Asset Purchase Agreement and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers, and conveys unto Assignee all of its rights, title and interest in and to the Trademarks, whether statutory or at common law, including any registrations thereof, together with the goodwill of the business symbolized by the Trademark, and the right to sue for, collect and retain all damages and profits and all other remedies for past infringements thereof. This Agreement shall be construed in a manner consistent with the terms of the Asset Purchase Agreement. Except for the Asset Purchase Agreement, this Agreement contains the final, complete and exclusive understanding between Assignor and Assignee regarding its subject matter and supersedes any prior or contemporaneous agreement, understanding, or representation, oral or written, by either of the Parties. This Agreement may be executed in one or more counterparts and by scanned or facsimile signature(s), each of which shall be deemed an original, but all of which together shall constitute one in the same agreement.

IN WITNESS WHEREOF, the Parties hereto have entered into and signed this Agreement as of the date first above written.

WISCONSIN CHEESE GROUP, LLC

By: 

Name: Dale Losenger

Title: VP Operations

MISHA, LLC

By: 

Name: Daniyar Chahin

Title: Co-Founder / COO

**TRADEMARK**

**REEL: 006531 FRAME: 0950**

**SCHEDULE A**

- I. U.S. Trademark Registration No. 2,752,253 for the mark WUNDERBAR in Class 29.