

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM507812

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Fromm Family Foods, LLC		12/27/2018	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	Fox IP, LLC		
Street Address:	13145 North Green Bay Road		
City:	Mequon		
State/Country:	WISCONSIN		
Postal Code:	53097		
Entity Type:	Limited Liability Company: WISCONSIN		
PROPERTY NUMBERS Total: 18			
Property Type	Number	Word Mark	
Serial Number:	77614760	FROMM	
Serial Number:	85378790	SALMON TUNALINI	
Serial Number:	85808083	SALMON TUNACHOVY	
Serial Number:	86290087	BEEF LIVATTINI VEG	
Serial Number:	86351461	HASEN DUCKENPFEFFER	
Serial Number:	86510572	GOLD COAST	
Serial Number:	86542897	FROMM FAMILY HEARTLAND GOLD	
Serial Number:	86547450	FROMM FAMILY REMEDIES	
Serial Number:	87137066	CHICKEN AU FROMMAGE	
Serial Number:	87409948	RANCHEROSA	
Serial Number:	87594284	CRUNCHY O'S	
Serial Number:	87657579	SMOKIN' CHEESEPLESIONS	
Serial Number:	87818987	PUMPKIN KRAN POW	
Serial Number:	74164208	STANDARD CHOICE	
Serial Number:	74734560	SINCE 1904 A TRADITION OF QUIET INNOVATI	
Serial Number:	74702019	FROMM FAMILY	
Serial Number:	78149176	FOUR-STAR NUTRITIONALS	
Serial Number:	78192125	CHICKEN A LA VEG	

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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: Andrew.Dupree@quarles.com**Correspondent Name:** Andrew Dupree**Address Line 1:** 411 East Wisconsin Avenue**Address Line 4:** Milwaukee, WISCONSIN 53202

NAME OF SUBMITTER:	Andrew Dupree
SIGNATURE:	/Andrew Dupree/
DATE SIGNED:	01/30/2019

Total Attachments: 5

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EXHIBIT B

CONFIRMATORY TRADEMARK ASSIGNMENT

This Confirmatory Trademark Assignment (the "Assignment") is made by Fromm Family Foods, LLC, a Wisconsin limited liability company with a principal place of business at 13145 North Green Bay Road, Mequon, Wisconsin 53097 ("Assignor"), for the benefit of Fox IP, LLC, a Wisconsin limited liability company with a principal place of business at 13145 North Green Bay Road, Mequon, Wisconsin 53097 ("Assignee").

WHEREAS, Assignor is the owner of certain trademark and trademark-related rights, including without limitation the registrations and applications listed on the attached Confirmatory Schedule of Trademarks (the "Trademarks");

WHEREAS, Assignee desires to acquire from Assignor the Trademarks and the goodwill of the business in connection with which the Trademarks is used;

NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor agrees to sell, assign, and transfer to Assignee, its successors and assigns, and does hereby sell, assign, and transfer to Assignee, its successors and assigns, Assignor's entire right, title, and interest in and to the Trademarks and the goodwill of the business symbolized by the Trademarks, plus all claims and demands, if any, including all claims and demands for past infringement, that Assignor may have in connection with the Trademarks arising before and as of the date of this Assignment.

This Assignment is made pursuant to that certain Intellectual Property Assignment and License Agreement effective as of December 27, 2018, by and between Assignor and Assignee (the "Agreement"). To the extent of any conflict between the terms of this Assignment and the Agreement, the terms of the Agreement shall prevail and control.

In witness whereof, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the effective date of the Agreement.

*Remainder of Page Intentionally Left Blank.
Signatures and Schedule Follow.*

Fromm Family Foods, LLC
By: [Signature]
Name: Heather S. Stutz
Title: Authorized Representative

STATE OF WISCONSIN)
)
MILWAUKEE COUNTY)

[Signature]

Personally came before me this 24th day of January, 2019, the above-named individual, to me known to be the person who executed this document and acknowledged the same.



Notary Public, State of Wisconsin
My commission expires: September 6, 2021

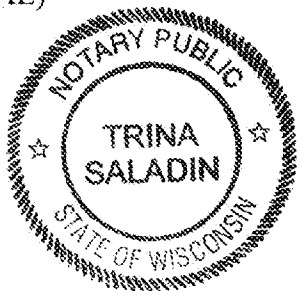
Fox IP, LLC
By: [Signature]
Name: Hillary J. Wacherer
Title: Authorized Representative

STATE OF WISCONSIN)
)
MILWAUKEE COUNTY)

[Signature]

Personally came before me this 24th day of January, 2019, the above-named individual, to me known to be the person who executed this document and acknowledged the same.

(SEAL)



Notary Public, State of Wisconsin
My commission expires: September 6, 2021

Confirmatory Schedule of Trademarks

<u>Country</u>	<u>Trademark</u>	<u>App. No. or Reg. No.</u>	<u>App. Date or Reg. Date</u>	<u>Status</u>
Canada	FROMM	TMA768342	01-Jun-2010	Registered
China	FROMM	13916782	28-Apr-2016	Registered
China	FROMM (Chinese Characters)	12801792	14-Mar-2016	Registered
European Union	FROMM FAMILY	298208	07-Jun-1996	Registered
Hong Kong	FROMM	302657935	03-Jul-2013	Registered
Hong Kong	FROMM (Chinese Characters)	302657944	03-Jul-2013	Registered
Int'l Registration	FROMM	1058282	03-Nov-2010	Registered
Japan	FROMM FAMILY	4346622	24-Dec-1999	Registered
Singapore	FROMM FAMILY	T98/13000Z	30-Dec-1998	Registered
Taiwan	FROMM	1471469	01-Sep-2011	Registered
Taiwan	FROMM (Chinese Characters)	1466792	01-Aug-2011	Registered
United Kingdom	FROMM	2123441	13-Feb-1997	Registered
United States	BEEF LIVATTINI VEG	4,674,748	20-Jan-2015	Registered
United States	CHICKEN A LA VEG	2,870,540	03-Aug-2004	Registered
United States	CHICKEN AU FROMMAGE	5,277,923	29-Aug-2017	Registered
United States	CRUNCHY O'S	87/594,284	01-Sep-2017	Allowed
United States	FOUR-STAR NUTRITIONALS	2,789,856	02-Dec-2003	Registered
United States	FROMM	3,639,003	16-Jun-2009	Registered
United States	FROMM FAMILY	2,042,404	04-Mar-1997	Registered
United States	FROMM FAMILY HEARTLAND GOLD	4,952,678	03-May-2016	Registered
United States	FROMM FAMILY REMEDIES	5,586,502	16-Oct-2018	Registered
United States	GOLD COAST	4,838,374	20-Oct-2015	Registered

United States	HASEN DUCKENPFEFFER	4,952,082	03-May-2016	Registered
United States	PUMPKIN KRAN POW	87/818,987	03-Mar-2018	Allowed
United States	RANCHEROSA	5,536,703	07-Aug-2018	Registered
United States	SALMON TUNACHOVY	4,426,710	29-Oct-2013	Registered
United States	SALMON TUNALINI	4,165,824	26-Jun-2012	Registered
United States	SINCE 1904 A TRADITION OF QUIET INNOVATION	2,036,685	11-Feb-1997	Registered
United States	SMOKIN' CHEESEPLOSIONS	87/657,579	24-Oct-2017	Allowed
United States	STANDARD CHOICE	1,787,590	10-Aug-1993	Registered

EXHIBIT C

EXCLUDED INTELLECTUAL PROPERTY

<u>Country</u>	<u>Trademark</u>	<u>App. No. or Reg. No.</u>	<u>App. Date or Reg. Date</u>	<u>Status</u>
United States	CHICKEN CANINE BLEU	87/088,976	30-Jun-2016	Allowed
United States	FROMMBALAYA	88/059,543	31-Jul-2018	Pending
United States	FROMMBO	88/056,697	28-Jul-2018	Pending
United States	HIGHLANDER BEEF OATS N BARLEY	88/072,413	09-Aug-2018	Pending
United States	PURRSNICKETY	87/807,423	22-Feb-2018	Allowed

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