

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM511437

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Philadelphia Cheesesteak Company		02/19/2019	Corporation:
RECEIVING PARTY DATA			
Name:	Original Philly Holdings, Inc.		
Street Address:	520 E. Hunting Park Avenue		
City:	Philadelphia		
State/Country:	PENNSYLVANIA		
Postal Code:	19124		
Entity Type:	Corporation: PENNSYLVANIA		
PROPERTY NUMBERS Total: 19			
Property Type	Number	Word Mark	
Registration Number:	4460881	SINCE 1981 ORIGINAL PHILLY CHEESESTEAK C	
Registration Number:	4398593	THE ORIGINAL PHILLY	
Registration Number:	4639554	SINCE 1981 ORIGINAL PHILLY CHEESESTEAK C	
Registration Number:	3269365	DDD	
Registration Number:	3276602	THE ORIGINAL	
Registration Number:	2809682	PHILADELPHIA CHEESESTEAK CO.	
Registration Number:	2809683	THE ORIGINAL PHILADELPHIA CHEESESTEAK CO	
Registration Number:	3585790	DHB BHD DREXEL HILL BRAND PHILLY STYLE S	
Registration Number:	3585996	BOARDWALK BRAND	
Registration Number:	3657156	FLAVOR OF PHILADELPHIA	
Registration Number:	3643068	CHIPEASY	
Registration Number:	3730646	CHIPEASY SANDWICH SLICES THE FLAVOR OF P	
Registration Number:	2930808	THE ORIGINAL PHILLY	
Registration Number:	3306448	THE ORIGINAL PHILLY	
Serial Number:	87239896	UN-MESS-STEAK-ABLE	
Registration Number:	5323972	UN-MESS-STEAK-ABLE	
Registration Number:	5254879	VALUE PHILLY	
Registration Number:	5254878	DREXEL HILL BRAND	
Registration Number:	5289284	FRANKLY PHILLY	
TRADEMARK			

CH \$490.00 4460881

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: docket@tyson.com**Correspondent Name:** Michelle Georges**Address Line 1:** 400 South Jefferson Street**Address Line 4:** Chicago, ILLINOIS 60607

NAME OF SUBMITTER:	Michelle Georges
---------------------------	------------------

SIGNATURE:	/Michelle Georges/
-------------------	--------------------

DATE SIGNED:	02/25/2019
---------------------	------------

Total Attachments: 3

source=Original Philly Holdings Assignment#page1.tif

source=Original Philly Holdings Assignment#page2.tif

source=Original Philly Holdings Assignment#page3.tif

ASSIGNMENT OF TRADEMARKS

The undersigned, Philadelphia Cheesesteak Company, a Pennsylvania Corporation with principal place of business at 520 E. Hunting Park Avenue, Philadelphia, Pennsylvania 19124 ("Assignor"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, received from Original Philly Holdings, Inc., a Pennsylvania Corporation having its place of business at 520 E. Hunting Park Avenue, Philadelphia, Pennsylvania 19124 ("Assignee"), on this 31st day of July 2018 does hereby assign, transfer, deliver and set over to Assignee and Assignee's successors and assigns forever, and Assignee hereby acquires from Assignor, all of Assignor's right, title and interest in and to:

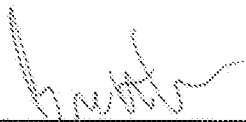
The U.S. trademarks, service marks, brand names, corporate names, trade names, logos, insignias, slogans, trade dress, designs and other proprietary interests therein, including, without limitation, all registrations, applications for registration, renewals and extensions therefor listed on Schedule A hereto, together with the whole of the good will of the business associated therewith (the "Trademarks")

to be held and enjoyed by Assignee, successor to the business or portion of the business of Assignor to which the Trademarks pertain, which business is ongoing and existing, for its own use and enjoyment, and for the use and enjoyment of its successors and assigns forever, at common law and/or to the end of the term or terms for which registration of the said Trademarks may be granted, or renewed, as fully and entirely as the same would have been held and enjoyed by Assignor had the assignment set forth herein not been made; together with all causes of action and the proceeds thereof in favor of Assignor heretofore accrued or hereafter accruing by reason of past infringement, dilution, misappropriation or other violation of the Trademarks, with the right to sue and collect damages for its own use and benefit, and for the use and on behalf of its successors or assigns.

From and after the date hereof, Assignor shall, upon request and at the expense of Assignee, but without further consideration, do, execute, acknowledge, deliver and file, or shall cause to be done, executed, acknowledged, delivered and filed, all such further acts, deeds, transfers, conveyances, assignments or assurances as may be reasonably requested by Assignee to transfer, convey and assign to Assignee possession and use of the Trademarks to comply with all applicable legal requirements to effect such transfers, conveyances and assignments.


IN WITNESS WHEREOF, the parties have caused this Assignment to be executed this 11th day of February, 2019.

Assignor:



Name: Brett Warlow
Title: Assistant Secretary

Assignee:



Name: R. Read Hudson
Title: Senior Vice President and Secretary

STATE OF ARKANSAS)
) ss.

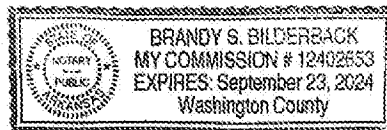
COUNTY OF Washington

Before me, a Notary Public in and for said County and State on this 19 day of February, 2019 personally appeared R. Read Hudson, to me known to be the identical person who executed the foregoing ASSIGNMENT OF TRADEMARKS and acknowledged to me that he executed the same as his free and voluntary act and deed for the purposes therein set forth.

Brandy S. Bildeback
Notary Public

My commission expires:

9/23/24



STATE OF ARKANSAS)
) ss.

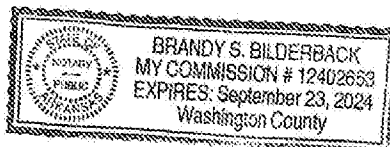
COUNTY OF Washington

Before me, a Notary Public in and for said County and State on this 19 day of February, 2019 personally appeared Brett Worlow, to me known to be the identical person who executed the foregoing ASSIGNMENT OF TRADEMARKS and acknowledged to me that he executed the same as his free and voluntary act and deed for the purposes therein set forth.

Brandy S. Bildeback
Notary Public

My commission expires:

9/23/24



Schedule A
U.S. Trademarks

Trademark Name	Status	Application No.	Filing Date	Registration No.	Registration Date
SINCE 1981 ORIGINAL PHILLY CHEESESTEAK CO. & Design	Registered	85633661	23-May-2012	4460881	07-Jan-2014
THE ORIGINAL PHILLY	Registered	85633665	23-May-2012	4398593	10-Sep-2013
SINCE 1981 ORIGINAL PHILLY CHEESESTEAK CO.	Registered	86065056	15-Sep-2013	4639554	18-Nov-2014
DDD	Registered	78565357	11-Feb-2005	3269365	24-Jul-2007
THE ORIGINAL	Registered	78565362	11-Feb-2005	3276602	07-Aug-2007
PHILADELPHIA CHEESESTEAK CO.	Registered	76126277	03-Feb-2004	2809682	03-Feb-2004
THE ORIGINAL PHILADELPHIA CHEESESTEAK CO.	Registered	76126578	12-Sep-2000	2809683	03-Feb-2004
DHB BHD DREXEL HILL BRAND PHILLY STYLE SANDWICH SLICES & Design	Registered	77433014	27-Mar-2008	3585790	10-Mar-2009
BOARDWALK BRAND	Registered	77488187	01-Jun-2008	3585996	10-Mar-2009
FLAVOR OF PHILADELPHIA	Registered	77620471	24-Nov-2008	3657156	21-Jul-2009
CHIPEASY	Registered	77620481	24-Nov-2008	3643068	23-Jun-2009
CHIPEASY SANDWICH SLICES THE FLAVOR OF PHILADELPHIA & Design	Registered	77620514	24-Nov-2008	3730646	29-Dec-2009
THE ORIGINAL PHILLY	Registered	78371114	20-Feb-2004	2930808	08-Mar-2005
THE ORIGINAL PHILLY & Design	Registered	78371200	20-Feb-2004	3306448	09-Oct-2007
UN-MESS-STEAK-ABLE	Allowed	87239896	17-Nov-2016		
UN-MESS-STEAK-ABLE	Registered	87975461	17-Nov-2016	5323972	31-Oct-2017
VALUE PHILLY	Registered	87239892	17-Nov-2016	5254879	01-Aug-2017
DREXEL HILL BRAND	Registered	5254878	17-Nov-2016	5254878	01-Aug-2017
FRANKLY PHILLY	Registered	87239889	17-Nov-2016	5289284	19-Sep-2017