

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM512811

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hain Pure Protein Corporation		02/15/2019	Corporation: DELAWARE
New Oxford Foods, LLC		02/15/2019	Limited Liability Company: DELAWARE
Plainville Farms, LLC		02/15/2019	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Plainvill Brands, LLC		
Street Address:	9720 Wilshire Boulevard 6th Floor		
City:	Beverly Hills		
State/Country:	CALIFORNIA		
Postal Code:	90212		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 12			
Property Type	Number	Word Mark	
Registration Number:	2102766	PLAINVILLE FARMS	
Serial Number:	88030089	PLAINVILLE FARMS	
Registration Number:	2106418		
Registration Number:	2463980	THE HEART'S WAY	
Registration Number:	2684030	NATURE'S WAY	
Registration Number:	2488284	HEART LITE	
Registration Number:	3685906	ROUND HILL	
Registration Number:	3685907	RH	
Registration Number:	3857329	EARTHWISE	
Registration Number:	3842256	EARTHWISE ALL NATURAL	
Registration Number:	3743275	EARTHWISE ALL NATURAL NO ANTIBIOTICS EVE	
Registration Number:	4732757	EARTHWISE ALL NATURAL	
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>			
TRADEMARK			

OP \$315.00 2102766

Phone: 8583451067
Email: pollie@gandalegal.com
Correspondent Name: Pollie Gautsch
Address Line 1: 665 San Rodolfo Dr. #124-209
Address Line 4: Solana Beach, CALIFORNIA 92075

ATTORNEY DOCKET NUMBER: Plainville Brands, LLC

NAME OF SUBMITTER: POLLIE GAUTSCH

SIGNATURE: /pg/

DATE SIGNED: 03/05/2019

Total Attachments: 6

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TRADEMARK ASSIGNMENT

This Trademark Assignment (this “**Assignment**”) is made on February 15, 2019, by and among Plainville Brands, LLC, a Delaware limited liability company (“**Assignee**”), Hain Pure Protein Corporation, a Delaware corporation (“**HPPC**”), New Oxford Foods, LLC, a Delaware limited liability company (“**NOF**”) and Plainville Farms, LLC, a Delaware limited liability company (“**Plainville**” and together with HPPC and NOF, “**Assignors**” and each an “**Assignor**”).

WHEREAS, pursuant to that certain Asset Purchase Agreement, dated as of the date hereof (the “**Purchase Agreement**”), by and among Assignors and Assignee, each Assignor has agreed to sell, convey, transfer, assign and deliver to Assignee their right, title and interest in and to the Owned Intellectual Property, including, without limitation, the trademarks, copyrights and domains set forth on Schedule A hereto (collectively, the “**Marks**”). Capitalized terms used, but not defined, herein shall have the meanings ascribed to such terms in the Purchase Agreement.

WHEREAS, Assignors are the owners of all right, title and interest in and to the Marks; and

WHEREAS, Assignors are desirous of assigning, and Assignee is desirous of obtaining, all right, title and interest in and to the Marks.

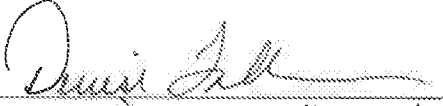
NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignors hereby assign, transfer and convey unto Assignee all right, title, and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, the same to be held and enjoyed by Assignee for its own, and for the use and enjoyment of its successors, assigns and/or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignors if this Assignment and sale had not been made; together with all claims for damages by reason of past infringement of the Marks, with the right to sue for, and collect the same for its own use and behalf, and for the use on behalf of its successors, assigns, or other legal representatives.

[Signature page follows]

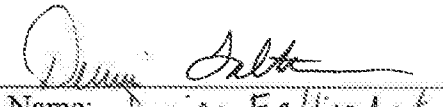
IN WITNESS WHEREOF, Assignors and Assignee have caused this Assignment to be executed by its duly authorized representatives on the day and year first above written.

ASSIGNORS:

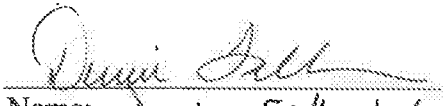
HAIN PURE PROTEIN CORPORATION

By: 
Name: Denise Faltischeck
Title: EVP

NEW OXFORD FOODS, LLC

By: 
Name: Denise Faltischeck
Title: EVP

PLAINVILLE FARMS, LLC

By: 
Name: Denise Faltischeck
Title: EVP

ASSIGNEE:

PLAINVILLE BRANDS, LLC

By: _____
Name:
Title:

IN WITNESS WHEREOF, Assignors and Assignee have caused this Assignment to be executed by its duly authorized representatives on the day and year first above written.

ASSIGNORS:

HAIN PURE PROTEIN CORPORATION

By: _____
Name:
Title:

NEW OXFORD FOODS, LLC

By: _____
Name:
Title:

PLAINVILLE FARMS, LLC

By: _____
Name:
Title:




ASSIGNEE:

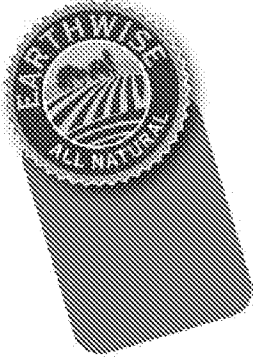
PLAINVILLE BRANDS, LLC

By:  _____
Name: Michael Reinstein
Title: Authorized Signatory

SCHEDULE A

<u>U.S. Mark</u>	<u>App./Reg. No.</u>	<u>Class</u>	<u>Owner</u>	<u>Reg. Date</u>	<u>Next Action Due & Notes</u>
PLAINVILLE FARMS	Reg. No. 2102766	Registered Trademark ® Int'l Class 029 turkey and further processed turkey	Plainville Farms, LLC	10/7/1997	Renewal Due: 07-Oct-2027
PLAINVILLE FARMS & Design Logo 	App. No. 88030089	Int'l Class 30 turkey gravy; turkey dressing consisting primarily of bread; cranberry sauce Int'l Class 29 Poultry, namely, turkey and chicken; processed meats, namely, ham, turkey breast, chicken breast, bologna, turkey pastrami, bacon, turkey bacon, ground chicken, turkey burgers, ground turkey; processed meat, namely, turkey parts; turkey, namely, whole turkeys; pre-packed meals consisting primarily of turkey	Plainville Farms, LLC		Published – Publication date 12/25/2018
Plowman Design 	Reg. No. 2106418	Registered Trademark ® Int'l Class 029 turkey and further processed turkey	Plainville Farms, LLC	10/21/1997	Renewal Due: 21-Oct-2027 Use of the trademark has been discontinued for further production
THE HEART'S WAY	Reg. No. 2463980	Registered Trademark ® Int'l Class 029 Poultry, meats and fish; parts from poultry, meats and fish; and further processed from poultry, meats and fish	Plainville Farms, LLC	6/26/2001	Renewal Due: 26-Jun-2021 Not in use
NATURE'S WAY	Reg. No. 2684030	Registered Trademark ® Int'l Class 029 Poultry, meats and fish; parts from poultry, meats and fish; and further processed from poultry, meats and fish	Plainville Farms, LLC	2/4/2003	Renewal Due: 04-Feb-2023 Not in use
HEART LITE	Reg. No. 2488284	Registered Trademark ® Int'l Class 029 Poultry, meats and fish; parts from poultry, meats and fish; and further processed from poultry, meats and fish	Plainville Farms, LLC	9/11/2001	Renewal Due: 11-Sep-2021 Not in use
ROUND HILL	Reg. No. 3685906	Registered Trademark ® Int'l Class 029 Poultry, namely turkey	New Oxford Foods, LLC	9/22/2009	Renewal Due: 22-Sep-2019 Use of the trademark has been discontinued for further production

<u>U.S. Mark</u>	<u>App./Reg. No.</u>	<u>Class</u>	<u>Owner</u>	<u>Reg. Date</u>	<u>Next Action Due & Notes</u>
ROUND HILL Design 	Reg. No. 3685907	Registered Trademark ® Int'l Class 029 Poultry, namely turkey	New Oxford Foods, LLC	9/22/2009	Renewal Due: 22-Sep-2019 Use of the trademark has been discontinued for further production
EARTHWISE	Reg. No. 3857329	Registered Trademark ® Int'l Class 029 Poultry; processed meats made from poultry; frozen, prepared and packaged meals consisting primarily of poultry	Hain Pure Protein Corporation	10/5/2010	Renewal Due: 05-Oct-2020
EARTHWISE ALL NATURAL & Design 	Reg. No. 3842256	Registered Trademark ® Int'l Class 029 Poultry; processed meats made from poultry; frozen, prepared and packaged meals consisting primarily of poultry	Hain Pure Protein Corporation	8/31/2010	Renewal Due: 31-Aug-2020
EARTHWISE ALL NATURAL NO ANTIBIOTICS EVER ADMINISTERED VEGETARIAN FED HUMANELY RAISED** NO GROWTH HORMONES*** 	Reg. No. 3743275	Registered Trademark ® Int'l Class 029 Poultry; processed meats made from poultry; frozen, prepared and packaged meals consisting primarily of poultry	Hain Pure Protein Corporation	1/26/2010	Renewal Due: 26-Jan-2020

<u>U.S. Mark</u>	<u>App./Reg. No.</u>	<u>Class</u>	<u>Owner</u>	<u>Reg. Date</u>	<u>Next Action Due & Notes</u>
EARTHWISE ALL NATURAL & Green Tag Design 	Reg. No. 4732757	Registered Trademark ® Int'l Class 029 Meat; poultry; processed meat; processed poultry; frozen, prepared or packaged entrees consisting primarily of meat, fish, poultry or vegetables	Hain Pure Protein Corporation	5/5/2015	Renewal Due:05-May-2025

DOMAINS

www.plainvillefarms.com