

900498371 05/13/2019

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM523351

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
JFC LLC		05/13/2019	Limited Liability Company: MINNESOTA

RECEIVING PARTY DATA

Name:	PPC Marketing, Ltd.
Street Address:	1770 Promontory Circle
City:	Greeley
State/Country:	COLORADO
Postal Code:	80634
Entity Type:	Limited Partnership: TEXAS

PROPERTY NUMBERS Total: 15

Property Type	Number	Word Mark
Registration Number:	4956168	COOPER
Registration Number:	4601768	GNP COMPANY
Registration Number:	4601774	GNP COMPANY
Registration Number:	1188821	GOLD 'N PLUMP
Registration Number:	3515381	GOLD'N PLUMP
Registration Number:	4656756	GOLD'N PLUMP
Registration Number:	4894100	GOLD'N PLUMP
Registration Number:	5282090	GOLD'N PLUMP SHAKERS
Registration Number:	5284123	GOLD'N PLUMP SHAKERS
Registration Number:	4654957	GOOD CHICKEN IS OUR MISSION
Registration Number:	3655877	JUST BARE
Registration Number:	4118687	JUST BARE
Registration Number:	4773342	JUST DISH
Registration Number:	4809741	RAISING GOODNESS
Registration Number:	5011205	THE GOOD PLATE

CORRESPONDENCE DATA

Fax Number: 9702329927
 Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent

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using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: 9702256700
Email: kcollins@cp2law.com
Correspondent Name: Kay L. Collins
Address Line 1: 103 W. Mountain Ave.
Address Line 2: Suite 200
Address Line 4: Fort Collins, COLORADO 80524

ATTORNEY DOCKET NUMBER:	10151104-JFC to PPC
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NAME OF SUBMITTER:	Kay L. Collins
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SIGNATURE:	/Kay L. Collins/
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DATE SIGNED:	05/13/2019
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Total Attachments: 3

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Trademark Assignment

This Trademark Assignment ("Assignment") is effective this 13 day of May, 2019 (the "Effective Date"), by and between JFC LLC, a Minnesota Limited Liability Company, ("Assignor") and PPC Marketing, Ltd., a Texas Limited Partnership ("Assignor"), whose general partner is Pilgrim's Pride Corporation, a Delaware corporation ("Assignee"), (each a "Party" collectively the "Parties").

PRELIMINARY STATEMENTS

A. The Assignor owns any and all rights in and to certain trademarks and/or service marks identified in Schedule A and the registrations therefor shown in the said Schedule A (the "Trademarks"); and

B. The Assignee wishes to acquire from the Assignor, and the Assignor wishes to assign to the Assignee, all of the Assignor's rights, title, and interest in and to the Trademarks, and the good will associated therewith.

C. The Parties, intending to be legally bound, agree as follows:

AGREEMENT

1. **Assignment of the Trademarks.** For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby assigns, transfers and conveys to the Assignee all rights, title and interest in and to the Trademarks, together with all of the goodwill of the business symbolized by the Trademarks, and together with all rights to recover for damages and profits and all other rights and remedies for infringement of the Trademarks, whether past, present or future infringement. The Trademarks are being assigned as part of Assignor's business or portion thereof to which the Trademarks pertain, as required by Section 10 of the Trademark Act, 15 U.S.C. § 1060. As of the Effective Date, the Assignee shall own, and be the sole owner of, all of the rights, title and interest in and to the Trademarks.

2. **Further Assurance.** The Assignor from time to time hereafter and without further consideration, upon reasonable request of the Assignee, covenants and agrees to execute and deliver all such other and additional instruments and other documents, and to take all other actions, as may be reasonably necessary to more effectively grant, convey, and assign all of the Assignor's rights, title and interest in and to the Trademarks to the Assignee and facilitate the recognition of the transferred ownership of such rights, title and interest in the Assignee by all third parties and applicable governmental agencies and authorities.


3. **Entire Agreement; Modification; Waiver.** This Assignment constitutes a complete and exclusive statement of the terms of the assignment and agreement between the Parties with respect to its subject matter. This Assignment may not be amended except by a written document executed by the Parties. A waiver of any term, condition or provision in this Assignment by either Party shall be valid only if given in writing and only in the instance for which given and shall not be deemed continuing; further, any such waiver shall not be construed as a waiver of any other provision of this Assignment. Failure to exercise or assert any right or remedy shall not constitute a waiver of such right or remedy or of the same right or remedy in another case or of any other right or remedy.

4. **Severability.** If a court of competent jurisdiction holds any provision of this Assignment invalid or unenforceable, the other provisions of this Assignment will remain in full force and effect. Any provision of this Assignment held invalid or unenforceable only in part or degree will remain in full force and effect to the extent not held invalid or unenforceable.

5. **Governing Law.** This Agreement shall be governed by and construed under the laws of the State of Colorado, without regard to conflicts of laws principles that would require the application of the law of any other jurisdiction.

The Parties have executed this Agreement this 13 day of May, 2019, effective the date indicated in the first sentence.

JFC LLC
A Minnesota Limited Liability Company

By: 
Name: Fabio Sandri
Title: CFO

PPC MARKETING, LTD.
A Texas Limited Partnership
By its General Partner, Pilgrim's Pride Corporation, a Delaware Corporation

By: 
Name: Fabio Sandri
Title: CFO

SCHEDULE A TO TRADEMARK ASSIGNMENT

TRADEMARK	U.S. REGISTRATION NUMBER
COOPER	4956168
GNP COMPANY	4601768
GNP COMPANY & Design 	4601774
GOLD 'N PLUMP	1188821
GOLD 'N PLUMP	3515381
 GOLD 'N PLUMP & Design	4656756
 GOLD 'N PLUMP & Design	4894100
GOLD 'N PLUMP SHAKERS	5282090
GOLD 'N PLUMP SHAKERS & Design  SHAKERS	5284123
GOOD CHICKEN IS OUR MISSION	4654957
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