

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM528923

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	09/10/2010		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BBK Tobacco & Foods, Inc.		06/24/2019	Corporation: ARIZONA
RECEIVING PARTY DATA			
Name:	BBK Tobacco & Foods, LLP		
Street Address:	3401 W Papago St		
City:	Phoenix		
State/Country:	ARIZONA		
Postal Code:	85009		
Entity Type:	Limited Liability Partnership: ARIZONA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3053223	JUICY	
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>			
Phone:	6023747482		
Email:	legal@hbiin.com		
Correspondent Name:	Brendan Mahoney		
Address Line 1:	3401 W Papago St		
Address Line 4:	Phoenix, ARIZONA 85009		
NAME OF SUBMITTER:	Brendan N. Mahoney		
SIGNATURE:	/Brendan N. Mahoney/		
DATE SIGNED:	06/24/2019		
Total Attachments: 1			
source=corrective nunc pro tunc Assignment Juicy. LLC to LLP#page1.tif			

OP \$40.00 3053223

CORRECTIVE NUNC PRO TUNC TRADEMARK ASSIGNMENT

This Corrective Nunc Pro Tunc Trademark Assignment (“ASSIGNMENT”) is made effective as of September 10, 2010. An erroneous assignment was recorded on February 4, 2011, transferring ownership of JUICY US Serial No. 3053223 from BBK Tobacco & Foods, LLC to BBK Tobacco and Foods, LLP. At the time, the owner of JUICY US Serial No. 3053223 was BBK Tobacco & Foods, Inc., not BBK Tobacco & Foods, LLC. Therefore, this ASSIGNMENT is necessary to correct the previous scribner’s error.

WHEREAS, BBK Tobacco & Foods, Inc (“ASSIGNOR”) is the owner of the trademark JUICY US Serial No. 3053223, together with the goodwill of the business symbolized thereby in connection with the goods on which the Mark is used (“the Products”).

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver and contribute to BBK Tobacco & Foods, LLP (“ASSIGNEE”) all of its right, title, and interest, including all good will, in and to the Mark and the Product.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers and contributes to ASSIGNEE all of ASSIGNOR’S right, title, and interest in the Mark and the Product, together with (1) the goodwill of the business relating to the Product in respect upon which the Mark is used (2) all income, royalties and damages hereafter due or payable to ASSIGNOR with respect to the Mark, including without limitation, payments for past or future infringements and misappropriations of the Mark; and (3) all rights to sue for past, present and future infringements or misappropriations of the Mark.

ASSIGNOR further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right and title in the Mark and the Product.

IN WITNESS WHEREOF, ASSIGNOR, has executed and delivered this Assignment, as of June 24, 2019.

BBK TOBACCO & FOODS, INC.



BBK TOBACCO & FOODS, INC.

By: Brendan N. Mahoney
General Counsel