

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM530512

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Swift Brands Company		07/03/2019	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Plumrose, USA, Inc.		
Street Address:	1770 Promontory Circle		
City:	Greeley		
State/Country:	COLORADO		
Postal Code:	80634		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	88043324	NAKED MEATS	
Serial Number:	88207597	NM	
Serial Number:	88068751	KNOCKOUT MEATS	
CORRESPONDENCE DATA			
Fax Number:	9702329927		
<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:	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:	10151101-SBC to Plumrose		
NAME OF SUBMITTER:	Kay L. Collins		
SIGNATURE:	/Kay L. Collins/		
DATE SIGNED:	07/03/2019		
Total Attachments: 3			
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OP \$90.00 88043324

Trademark Assignment

This Trademark Assignment ("Assignment") is effective this 3rd day of July, 2019 (the "Effective Date"), by and between Swift Brands Company, a Delaware corporation, ("Assignor"), and Plumrose, USA, Inc., 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 identified in Schedule A and the applications and 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.

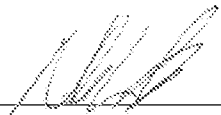
3. **Entire Agreement; Modification; Waiver.** This Assignment constitutes a complete and exclusive statement of the terms of the assignment and agreement between the Parties with respect to its subject matter. This Assignment may not be amended except by a written document executed by the Parties. A 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.

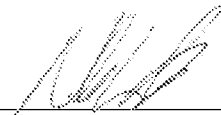
5. **Governing Law.** This Agreement shall be governed by and construed under the laws of the State of Colorado, without regard to conflicts of laws principles that would require the application of the law of any other jurisdiction.

The Parties have executed this Agreement this 3rd day of July, 2019, effective the date indicated in the first sentence.


SWIFT BRANDS COMPANY
A Delaware Corporation

By: 
Name: Nicholas White
Title: General Counsel

PLUMROSE, USA, INC.
A Delaware Corporation

By: 
Name: Nicholas White
Title: General Counsel

SCHEDULE A

TRADEMARK	GOODS	U.S. APPLICATION NO.
NAKED MEATS	All natural, preservative-free, antibiotic-free, luncheon meats from humanely-raised animals	88043324
NM & Design 	All natural, preservative-free, antibiotic-free, luncheon meats from humanely-raised animals	88207597
KNOCKOUT MEATS	Packaged meats	88068751