

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM534815

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Fromm Family Foods, LLC		08/01/2019	Limited Liability Company: WISCONSIN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Fox IP, LLC		
<b>Street Address:</b>	13145 North Green Bay Road		
<b>City:</b>	Mequon		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	53097		
<b>Entity Type:</b>	Limited Liability Company: WISCONSIN		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	88072413	HIGHLANDER BEEF OATS N BARLEY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Phone:</b>	4142775407		
<b>Email:</b>	tm-dept@quarles.com		
<b>Correspondent Name:</b>	Andy Dupree		
<b>Address Line 1:</b>	411 East Wisconsin Avenue		
<b>Address Line 4:</b>	Milwaukee, WISCONSIN 53202		
<b>NAME OF SUBMITTER:</b>	Andrew Dupree		
<b>SIGNATURE:</b>	/Andrew Dupree/		
<b>DATE SIGNED:</b>	08/01/2019		
<b>Total Attachments: 2</b>			
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## CONFIRMATORY TRADEMARK ASSIGNMENT

This Confirmatory Trademark Assignment (the "Confirmatory Assignment") is made by Fromm Family Foods, LLC, a Wisconsin limited liability company with a principal place of business at 13145 North Green Bay Road, Mequon, Wisconsin 53097 ("Assignor"), for the benefit of Fox IP, LLC, a Wisconsin limited liability company with a principal place of business at 13145 North Green Bay Road, Mequon, Wisconsin 53097 ("Assignee").

WHEREAS, Assignor is the owner of certain trademark and trademark-related rights, including without limitation the application listed on the attached Confirmatory Schedule of Trademark (the "Trademark");

WHEREAS, Assignee desires to acquire from Assignor the Trademark and the goodwill of the business in connection with which the Trademark is used;

NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor agrees to sell, assign, and transfer to Assignee, its successors and assigns, and does hereby sell, assign, and transfer to Assignee, its successors and assigns, Assignor's entire right, title, and interest in and to the Trademark and the goodwill of the business symbolized by the Trademark, plus all claims and demands, if any, including all claims and demands for past infringement, that Assignor may have in connection with the Trademark arising before and as of the date of this Confirmatory Assignment.

This Confirmatory Assignment is made pursuant to that certain Intellectual Property Assignment and License Agreement effective as of December 27, 2018, and that certain Amendment Number One to the Intellectual Property Assignment and License Agreement effective as of August 7, 2019, by and between Assignor and Assignee. To the extent of any conflict between the terms of this Confirmatory Assignment and the Intellectual Property Assignment and License Agreement, the terms of the Intellectual Property Assignment and License Agreement with its Amendment shall prevail and control.

In witness whereof, Assignor has caused this Confirmatory Assignment to be executed by its duly authorized representative as of the effective date of the Amendment Number One to the Intellectual Property Assignment and License Agreement.

FROMM FAMILY FOODS, LLC – Assignor

By: 

Name: Thomas E. Nieman

Title: President

**Confirmatory Schedule of Trademark**

<b><u>Country</u></b>	<b><u>Trademark</u></b>	<b><u>App. No.</u></b>	<b><u>App. Date</u></b>	<b><u>Status</u></b>
United States	HIGHLANDER BEEF OATS N BARLEY	88/072,413	09-Aug-2018	Allowed

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