

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM543564

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Tholstrup Cheese A/S		09/30/2019	Corporation: DENMARK
RECEIVING PARTY DATA			
Name:	Arla Foods amba		
Street Address:	Sønderhøj 14		
City:	Viby J		
State/Country:	DENMARK		
Postal Code:	8260		
Entity Type:	limited liability cooperative: DENMARK		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	1251245	SAGA	
Registration Number:	2538125	CASTELLO	
Registration Number:	1328760	BLUE CASTELLO	
CORRESPONDENCE DATA			
Fax Number:	9497609502		
<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:	949-760-0404		
Email:	efiling@knobbe.com		
Correspondent Name:	Stacey Halpern		
Address Line 1:	2040 Main Street, 14th Floor		
Address Line 4:	Irvine, CALIFORNIA 92614		
ATTORNEY DOCKET NUMBER:	zacdk16.069gen		
DOMESTIC REPRESENTATIVE			
Name:	Stacey Halpern		
Address Line 1:	2040 Main Street, 14th Floor		
Address Line 4:	Irvine, CALIFORNIA 92614		
NAME OF SUBMITTER:	Stacey Halpern		
SIGNATURE:	/Stacey R. Halpern/		

OP \$90.00 1251245

DATE SIGNED:	10/02/2019
Total Attachments: 2 source=Assignment document#page1.tif source=Assignment document#page2.tif	

ZACDK16.069GEN

TRADEMARK ASSIGNMENT

This Trademark Assignment (hereinafter referred to as "Assignment") is effective as of the 8th day of August 2019, by and between Tholstrup Cheese A/S, a Danish corporation having a place of business at Sønderhøj 14, DK-8260 Viby J, Denmark (hereinafter referred to as "ASSIGNOR"), and Arla Foods amba, a Andeisselskab Limited Liability Cooperative having a place of business at Sønderhøj 14, 8260 Viby J, Denmark (hereinafter referred to as "ASSIGNEE").

WHEREAS, ASSIGNOR has adopted, used, is using, and is, to the best of its knowledge and belief, the owner of the trademarks listed in Schedule A, attached hereto and incorporated herein by this reference, and all other rights appurtenant thereto, including, but not limited to, all common law rights, trade name rights, causes of action, and the right to recover for past infringement (hereinafter collectively referred to as "Trademarks");

WHEREAS, ASSIGNOR has acquired goodwill associated with and symbolized by said Trademarks and has not abandoned the same;

WHEREAS, ASSIGNOR is the owner of the federal trademark registrations relating to the Trademarks listed in Schedule B, attached hereto and incorporated herein by reference (hereinafter collectively referred to as "Registrations");

WHEREAS, ASSIGNEE is desirous of acquiring all rights, title, and interest in and to the Trademarks and Registrations; and

WHEREAS, ASSIGNOR is willing to assign to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the Trademarks and Registrations;

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns and sells to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the following:

- (1) the Trademarks set forth in Schedule A; and
- (2) the Registrations set forth in Schedule B;

together with the goodwill symbolized by said Trademarks, Registrations, concurrent with the transfer of certain tangible assets as indicia of said goodwill.

Executed at Viby J, this 30 day of September, 2019.

Tholstrup Cheese A/S

Arla Foods amba

By: _____

By: _____

Name: Mr. Jakob Krogh Balling

Name: Mr. Jakob Krogh Balling

Title: Director, Head of Intellectual Property

Title: Director, Head of Intellectual Property

SCHEDULES TO TRADEMARK ASSIGNMENT

SCHEDULE A

Marks:
BLUE CASTELLO
CASTELLO
SAGA

SCHEDULE B

Federal Trademark Registrations:

<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>	<u>INTL. CLASS</u>
SAGA	1251245	13-Sep-1983	29
Castello	2538125	12-Feb-2002	29
BLUE CASTELLO	1328760	02-Apr-1985	29