

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM553487

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Treat, Inc		11/14/2018	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Mars, Incorporated		
Street Address:	6885 Elm Street		
City:	McLean		
State/Country:	VIRGINIA		
Postal Code:	22101		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86368402	TREAT	
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:	16155852405		
Email:	mars.us.mp@effem.com		
Correspondent Name:	Mars, Incorporated		
Address Line 1:	930 W Evergreen Avenue		
Address Line 2:	Mars Goose Island		
Address Line 4:	CHICAGO, ILLINOIS 60642		
NAME OF SUBMITTER:	Wendy Collie		
SIGNATURE:	/Wendy Collie/		
DATE SIGNED:	12/16/2019		
Total Attachments: 3			
source=Trademark Assignment_Treat Inc Assignor_Mars Incorporated_Assignee_TREAT mark#page1.tif			
source=Trademark Assignment_Treat Inc Assignor_Mars Incorporated_Assignee_TREAT mark#page2.tif			
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TRADEMARK ASSIGNMENT

WHEREAS, Treat, Inc., a Delaware corporation having a place of business at 584 Castro Street, #257, San Francisco, California 94114, ("ASSIGNOR"), owns all right, title, and interest in, under, and to the trademark on the attached Schedule A, including the application therefore and the common law rights therein (hereinafter, the "Trademark");

WHEREAS, ASSIGNOR desires to transfer the Trademark to **Mars, Inc., a Delaware corporation**, ("ASSIGNEE");

WHEREAS, ASSIGNOR and ASSIGNEE have separately signed an Master Agreement: Services and Software dated as of November 14, 2018 (the "Purchase Agreement"); and

WHEREAS, in connection with, and subject to the terms and conditions of, the Purchase Agreement, ASSIGNOR has agreed to assign to ASSIGNEE all of its rights, title, and interest in, under, and to Trademark together with the goodwill of the business pertaining thereto;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. ASSIGNOR hereby assigns unto ASSIGNEE all right, title and interest in, under, and to the Trademark, including the portion of ASSIGNOR'S business to which such Trademark pertains, such business being ongoing and existing, together with the goodwill of the business inherent therein and the right to bring suit and recover damages for past, present, and future infringement, dilution, misappropriation, violation, unlawful imitation or breach thereof, and all rights of priority and protection of interests therein under the laws of any jurisdiction.
2. ASSIGNOR hereby agrees to execute any additional documents to accomplish and record this Assignment.
3. This Assignment shall be binding upon the parties and their successors and assigns.
4. This Assignment may be executed in counterparts, each of which shall be deemed an original and all of which, when taken together, shall constitute one and the same instrument.
5. This Assignment may be executed by facsimile or .pdf signature and a facsimile or .pdf signature shall constitute an original for all purposes.

IN WITNESS WHEREOF, the parties have duly executed this Trademark Assignment as of
11/14, 2018.

ASSIGNOR:

Treat, Inc.

By: 

Name: Steve Simitzis

Title: CEO

ASSIGNEE:

Mars, Inc.

By: 

Name: VP, Digital Health

Title: Jeannine Taaffe

SCHEDULE A

Mark Name	Application Number	International Class(es)
TREAT	86368402	9, 36, 42