

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM561175

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Farmers Union Industries, LLC		12/13/2019	Limited Liability Company: MINNESOTA
RECEIVING PARTY DATA			
Name:	sWheat Scoop, LLC		
Street Address:	1421 Richwood Rd		
City:	Detroit Lakes		
State/Country:	MINNESOTA		
Postal Code:	56501		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	1918971	SWHEAT SCOOP	
Registration Number:	4667145	SWHEAT SHARES	
Registration Number:	4674908	SWHEAT PERKS	
Registration Number:	4810208	SWHEAT SCOOP	
CORRESPONDENCE DATA			
Fax Number:	2124464900		
<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>			
Email:	susan.zablocki@kirkland.com		
Correspondent Name:	SUSAN ZABLOCKI		
Address Line 1:	KIRKLAND & ELLIS LLP		
Address Line 2:	601 LEXINGTON AVENUE		
Address Line 4:	NEW YORK, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	44969-8		
NAME OF SUBMITTER:	Susan Zablocki		
SIGNATURE:	/susan zablocki/		
DATE SIGNED:	02/07/2020		
Total Attachments: 6			
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TRADEMARK ASSIGNMENT

This Trademark Assignment (this “*Assignment*”) is made effective as of December 13, 2019, by and between Farmers Union Industries, LLC, a Minnesota limited liability company, (“*Assignor*”), and sWheat Scoop, LLC, a Delaware limited liability company (“*Assignee*”).

WHEREAS, Assignor possesses certain rights in and to the registered trademarks and trademark applications (and trademarks issuing on such applications) set forth on Exhibit A attached hereto and incorporated herein by reference (collectively, the “*Trademark Rights*”);

WHEREAS, Assignor and Assignee are parties to that certain Asset Purchase Agreement, dated as of the date hereof (the “*Purchase Agreement*”), pursuant to which Assignor transferred, sold and conveyed to Assignee certain of the assets of Assignor, including the Trademark Rights; and

WHEREAS, Assignor now wishes to assign the Trademark Rights to Assignee, Assignee desires to acquire the Trademark Rights from Assignor.

NOW, THEREFORE, for the consideration set forth in the Purchase Agreement, and the premises set forth above and in the Purchase Agreement, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

Assignor does hereby sell, assign, convey and transfer unto Assignee and its successors and assigns, Assignor’s entire right, title and interest in and throughout the world in and to the Trademark Rights and such other trademarks as may issue thereon, including all goodwill associated with such Trademark Rights; the Trademark Rights to be held and enjoyed by Assignee for its own use and behalf and for its successors and assigns, as the same would have been held by Assignor had this assignment and sale not been made; and Assignor hereby conveys all of its rights arising under or pursuant to any and all United States laws and international agreements, treaties or laws relating to the protection of intellectual property by filing any such applications for trademark registrations, including but not limited to any cause(s) of action and damages accruing prior to this assignment.

Assignor does hereby authorize the empowered officials of all governments whose duty it is to record trademarks, applications and title thereto to record the Trademark Rights and title thereto as the property of Assignee and its successors and assigns in accordance with the terms of this instrument.

Assignor does hereby further authorize and request the empowered officials of all governments to issue such Trademark Rights or trademarks as shall be granted upon the Trademark Rights, or applications based thereon, to Assignee and its successors and assigns.

Assignee and Assignor also agree that multiple copies of this Assignment may be executed, each of which shall be deemed an original, and each of which shall be valid and binding upon Assignee and Assignor.

[Remainder of page intentionally left blank]

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the date first written above.

ASSIGNOR:

FARMERS UNION INDUSTRIES, LLC

Name: Daniel Hildebrandt

Signature: 

Title: Chief Executive Officer

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the date first written above.

ASSIGNOR:

FARMERS UNION INDUSTRIES, LLC

Name: _____

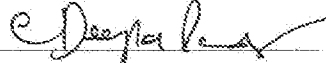
Signature: _____

Title: _____

ASSIGNEE:

SWHEAT SCOOP, LLC


Name: Deepak Chichili

Signature:  _____

Title: Chief Financial Officer



EXHIBIT A

U.S. Trademarks:

Mark Name	Current Owner	Application Number	Application Date	Registration Number	Registration Date	Status	Class	Goods
SWHEAT SCOOP	Farmers Union Industries, LLC	74/482475	01/21/94	1918971	09/12/95	Registered	31	Cat litter
SWHEAT SHARES	Farmers Union Industries, LLC	86/294604	05/29/14	4667145	01/06/15	Registered	35	Charitable services in the nature of coordination of the procurement and distribution of pet products and animal litter to rescue organizations
SWHEAT PERKS	Farmers Union Industries, LLC	86/294601	05/29/14	4674908	01/20/15	Registered	35	Arranging and conducting customer loyalty reward programs to promote the sale of pet products and animal litter
 SWHEAT SCOOP & DESIGN	Farmers Union Industries, LLC	86/439502	10/30/14	4810208	09/08/15	Registered	31	Cat litter

International Trademarks and Servicemarks:

Mark Name	Country Name	Current Owner	Application Number	Application Date	Registration Number	Registration Date	Status	Class	Goods
SWHEAT SCOOP	Canada	Farmers Union Industries, LLC	1624489	04/26/13	TMAA902039	04/24/15	Registered	31	Cat litter
SWHEAT SHARES	Canada	Farmers Union Industries, LLC	1703609	11/20/14	TMAA931072	03/09/16	Registered	n/a	Charitable services in the nature of coordination of the procurement and distribution of pet products and animal litter to rescue organizations

Mark Name	Country Name	Current Owner	Application Number	Application Date	Registration Number	Registration Date	Status	Class	Goods
SWHEAT PERKS	Canada	Farmers Union Industries, LLC	1703602	11/20/14	TMA942542	06/22/16	Registered	n/a	Arranging and conducting customer loyalty reward programs to promote the sale of pet products and animal litter
 SWHEAT SCOOP & DESIGN	Canada	Farmers Union Industries, LLC	1722957	04/09/15	TMA942542	07/06/16	Registered	31	Car litter
SWHEAT SCOOP	China	Farmers Union Industries, LLC	4619999	04/22/05	4619999	12/21/07	Registered	31	Car litter
SWHEAT SCOOP	Germany	Farmers Union Industries, LLC	305191950	04/01/05	30519195	05/02/05	Registered	31	Car litter
SWHEAT SCOOP	Hong Kong	Farmers Union Industries, LLC	300396487	04/02/05	300396487	08/17/05	Registered	31	Car litter
SWHEAT SCOOP	Mexico	Farmers Union Industries, LLC	1380243	06/05/13	1405145	10/18/13	Registered	31	Car litter
 SWHEAT SCOOP & DESIGN	Mexico	Farmers Union Industries, LLC	1598596	04/13/15	1569153	09/04/15	Registered	31	Car litter
SWHEAT SCOOP	Singapore	Farmers Union Industries, LLC	T0718071H	08/31/07	T0718071H	02/15/08	Registered	31	Car litter
SWHEAT SCOOP	United Arab Emirates	Farmers Union Industries, LLC	255100	06/13/16	255100	01/26/2017	Registered	31	Car litter
SWHEAT SCOOP	United Kingdom	Farmers Union	2388410	04/01/05	2388410	09/23/05	Registered	31	Car litter

Mark Name	County Name	Current Owner	Application Number	Application Date	Registration Number	Registration Date	Status	Class	Goods
SWHEAT SCOOP	Saudi Arabia	Industries, Pet Care Systems, Inc. LLC	142602907				Application (Pending)	31 (Natural agricultural products)	(Int. Cl. 31) Products for animal bedding
SWHEAT SCOOP	South Korea	Pet Care Systems, Inc.	40-2005-0014192	04/01/2005	4007125870000	06/07/2007	Registered	31 (Natural agricultural products)	(Int. Cl. 31) Cat litter

TRADEMARK

REEL: 006860 FRAME: 0037

RECORDED: 02/07/2020