

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM562890

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Campbell Soup Company		12/23/2019	Corporation: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Arnott's Biscuits Pty Ltd		
Street Address:	24 George Street		
City:	North Stratfield, NSW		
State/Country:	AUSTRALIA		
Postal Code:	2137		
Entity Type:	Corporation: AUSTRALIA		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	3728452	TIM TAM	
Registration Number:	4643226	SHAPES	
Registration Number:	5238053	IRRESISTIBLE CHOCOLATY HAPPINESS IN A BI	
Registration Number:	4799867	IRRESISTIBLE CHOCOLATY HAPPINESS IN A CO	
Registration Number:	5172193	TIM TAM SLAM	
CORRESPONDENCE DATA			
Fax Number:	6126324444		
<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:	6126323357		
Email:	trademark@lathropgpm.com		
Correspondent Name:	Jennifer Debrow - Lathrop GPM LLP		
Address Line 1:	80 South Eighth Street		
Address Line 2:	500 IDS Center		
Address Line 4:	Minneapolis, MINNESOTA 55402		
NAME OF SUBMITTER:	Anne Grosheitsch		
SIGNATURE:	/Anne Grosheitsch/		
DATE SIGNED:	02/20/2020		
Total Attachments: 17			

CH \$140.00 3728452

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INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT

THIS INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT (“Assignment”), effective as of December 23, 2019 (“Effective Date”), is by and between Campbell Soup Company, a New Jersey corporation (“Assignor”) and Arnott's Biscuits Pty Ltd, a corporation organized and existing under the laws of Australia (“Assignee”).

WHEREAS, pursuant to that certain Stock and Asset Purchase Agreement, dated as of August 1, 2019, by and between Assignor and Snacking Investments Bidco Pty Limited (the “SAPA”), Assignor agreed to sell, and Snacking Investments Bidco Pty Limited agreed to purchase, the Transferred IP and any related Liabilities arising exclusively out of the exploitation of the Transferred IP, in each case on the terms and subject to the conditions contained in the SAPA;

WHEREAS, as required in the SAPA, Assignor hereby desires to deliver, and transfer to Assignee its entire worldwide right, title and interest in, to and under the Transferred IP, including, without limitation, the items set forth on Exhibit A hereto (the “Assigned IP”); and

WHEREAS, Assignee desires to acquire the Transferred IP from Assignor.

NOW, THEREFORE, for good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged:

1. Unless otherwise defined herein, all capitalized terms used herein shall have the meanings ascribed to such terms in the SAPA.
2. Assignor hereby irrevocably conveys, assigns and transfers to Assignee its and its Affiliates’ entire worldwide right, title and interest in, to and under the Assigned IP, together with any and all goodwill connected with and symbolized by the Assigned IP, free and clear of all Liens (other than Permitted Exceptions), the same to be held and enjoyed by Assignee for its own use and enjoyment and the use and enjoyment of its successors, assigns and other legal representatives as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment and sale had not been made, as assignee of its respective entire right, title and interest therein, including, without limitation, all rights in and to all fees, income, royalties, damages and payments now or hereafter due or payable with respect thereto, any and all claims and causes of action (whether in law or in equity) with respect thereto, and the right to sue, counterclaim, and recover for past, present and future infringement, misappropriation, dilution or other violation of the rights assigned or to be assigned under this Assignment.
3. This Assignment is binding upon, and inures to the benefit of, the parties hereto and their respective legal representatives, successors and assigns. It is understood that any finding of invalidity of one assignment as effected hereby shall not affect the assignment of other Assigned IP. All questions concerning the construction, validity and interpretation of this Assignment and the performance of the obligations imposed by this Assignment shall be

governed by, and construed in accordance with, the laws of the State of Delaware without regard to the choice of law principles thereof.

4. Upon reasonable request by Assignee, Assignor will execute additional documents and take other actions as may be necessary or desirable to record or memorialize the assignments of the Assigned IP set forth herein, and to vest and perfect in Assignee such right, title, and interest in and to the Assigned IP as sold, assigned and transferred to Assignee hereunder. Assignor shall, upon written request from Assignee, promptly deliver or make available to Assignee all books and records, legal files, prosecution histories, contracts and other business and legal documents relating to the Assigned IP.
5. Assignor hereby authorizes and requests the officials of the United States Copyright Office and the United States Patent and Trademark Office, and the corresponding entities or agencies in any applicable foreign jurisdiction, to record Assignee as assignee and owner of the entire right, title and interest in, to and under the Assigned IP.
6. No waiver, modification or change of any of the provisions of this Assignment shall be valid unless in writing and signed by the party against whom such claimed waiver, modification or change is sought to be enforced.
7. This Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed to be one and the same agreement. A signed copy of this Assignment delivered by facsimile, e-mail or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Agreement.

IN WITNESS WHEREOF, the parties hereto, through their authorized representatives, have caused this Assignment to be duly executed and delivered as of the Effective Date.

As Assignor:

CAMBELL SOUP COMPANY

By: 

Name: Mick Beekhuizen

Title: Executive Vice President &
Chief Financial Officer

[Signature Page to Intellectual Property Assignment Agreement]

TRADEMARK
REEL: 006867 FRAME: 0789

IN WITNESS WHEREOF, the parties hereto, through their authorized representatives, have caused this Assignment to be duly executed and delivered as of the Effective Date.

As Assignee:

ARNOTT'S BISCUITS PTY LTD

By: A. Ridler

Name: Andrew Ridler




Title: Director

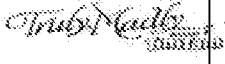
[Signature Page to Intellectual Property Assignment Agreement]

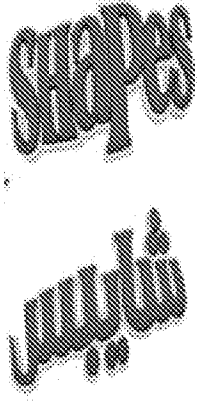

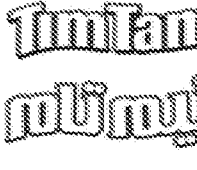
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EXHIBIT A**ASSIGNED IP**

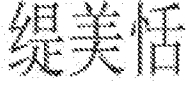
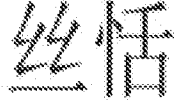



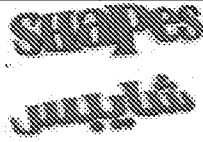

MARK	DESIGN IMAGE	COUNTRY	APP. NO.	REG. NO.	CLASS	STATUS	NAME
TINY TEDDY		Argentina	3180672	2607442	30	Registered	Campbell Soup Company
SHAPES		Argentina	3180673	2607441	30	Registered	Campbell Soup Company
TIM TAM		Argentina	3180671	2762530	30	Registered	Campbell Soup Company
SALADA		Australia	106409	106409	30	Registered	Campbell Soup Company
JATZ		Australia	111736	111736	30	Registered	Campbell Soup Company
TIMTAM		Australia	150805	150805	30	Registered	Campbell Soup Company
WAGON WHEELS		Australia	199874	199874	30	Registered	Campbell Soup Company
SAVOURY SHAPES		Australia	251594	251594	30	Registered	Campbell Soup Company
CHEDDAR SHAPES		Australia	465758	465758	29	Registered	Campbell Soup Company
CHEDDAR SHAPES		Australia	465757	465757	30	Registered	Campbell Soup Company
TINY TEDDY		Australia	528543	528543	30	Registered	Campbell Soup Company
SAVOY		Australia	537983	537983	30	Registered	Campbell Soup Company
SHAPES		Australia	581631	581631	30	Registered	Campbell Soup Company

MARK	DESIGN IMAGE	COUNTRY	APP. NO.	REG. NO.	CLASS	STATUS	NAME
SHAPES		Australia	581630	581630	29	Registered	Campbell Soup Company
TIM TAM		Australia	664464	664464	30	Registered	Campbell Soup Company
NOTHING BEATS WAGON WHEELS		Australia	734306	734306	30	Registered	Campbell Soup Company
CHOCOLATE WHEATEN		Australia	736956	736956	30	Registered	Campbell Soup Company
TIM TAM DOUBLE COAT		Australia	756911	756911	30	Registered	Campbell Soup Company
MINI MUNCHIES		Australia	777055	777055	29, 30	Registered	Campbell Soup Company
MINI MUNCHIES		Australia	777056	777056	29, 30, 31, 32	Registered	Campbell Soup Company
WAGON WHEELS		Australia	781213	781213	30	Registered	Campbell Soup Company
TIM TAM		Australia	828971	828971	25	Registered	Campbell Soup Company
TINY TEDDY		Australia	879678	879678	29	Registered	Campbell Soup Company
SAVOY		Australia	941397	941397	30	Registered	Campbell Soup Company
JATZ		Australia	941396	941396	29, 30	Registered	Campbell Soup Company
TINY TEDDY Device Series		Australia	959346	959346	16	Registered	Campbell Soup Company
TINY TEDDY Device Series		Australia	959448	959448	25	Registered	Campbell Soup Company
TINY TEDDY Device Series		Australia	959369	959369	28	Registered	Campbell Soup Company



MARK	DESIGN IMAGE	COUNTRY	APP. NO.	REG. NO.	CLASS	STATUS	NAME
TIM TAM		Australia	962041	962041	30	Registered	Campbell Soup Company
MINI MUNCHIES		Australia	1282061	1282061	30	Registered	Campbell Soup Company
ROADIES		Australia	1414199	1414199	30	Registered	Campbell Soup Company
BIG TEDZ		Australia	1451098	1451098	30	Registered	Campbell Soup Company
TIM TAM CHOCOLICIOUS		Australia	1472119	1472119	30	Registered	Campbell Soup Company
TRULY MADLY TIM TAM Logo		Australia	1487063	1487063	30	Registered	Campbell Soup Company
TRULY, MADLY TIM TAM		Australia	1487107	1487107	30	Registered	Campbell Soup Company
SIZZLING SUMMER		Australia	1495993	1495993	30	Registered	Campbell Soup Company
SHAPES GOES PREHISTORIC		Australia	1495996	1495996	30	Registered	Campbell Soup Company
SHAPES GOES UNDER THE SEA		Australia	1495999	1495999	30	Registered	Campbell Soup Company
MOO		Australia	1505703	1505703	30	Registered	Campbell Soup Company
SHAPES EXTREME		Australia	1630570	1630570	30	Registered	Campbell Soup Company
TIM TAM		Australia	1666021	1666021	30	Registered	Campbell Soup Company
TIM TAM SLAM		Australia	1764837	1764837	29, 30	Registered	Campbell Soup Company
FLAVOURITE		Australia	1788312	1788312	30	Registered	Campbell Soup Company


MARK	DESIGN IMAGE	COUNTRY	APP. NO.	REG. NO.	CLASS	STATUS	NAME
JATZ		Australia	1789997	1789997	30	Registered	Campbell Soup Company
WAGON WHEELS		Australia	1946937	1946937	29	Registered	Campbell Soup Company
SHAPES Stylised (English and Arabic characters)		Bahrain	86370	86370	30	Registered	Campbell Soup Company
TINY TEDDY Stylised (English and Arabic characters)		Bahrain	86371	86371	30	Registered	Campbell Soup Company
TIM TAM Stylised (English and Arabic characters)		Bahrain	86369	86369	30	Registered	Campbell Soup Company
TIM TAM		Brazil	83123619 1	83123619 1	30	Registered	Campbell Soup Company
TINY TEDDY		Brazil	84022578 4		30	Pending	Campbell Soup Company
TIM TAM		Brunei Darussalam	45749	45749	30	Registered	Campbell Soup Company


MARK	DESIGN IMAGE	COUNTRY	APP. NO.	REG. NO.	CLASS	STATUS	NAME
TIM TAM		Canada	1458744	926788	-1, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42	Registered	Campbell Soup Company
TINY TEDDY		Chile	1018820	1063863	30	Registered	Campbell Soup Company
TIM TAM		Chile	1.018.821	1.177.824	30	Registered	Campbell Soup Company
TIM TAM		China	673319	673319	30	Registered	Campbell Soup Company
SHAPES		China	673316	673316	30	Registered	Campbell Soup Company
TIM TAM (Simple Chinese Characters)		China	3998664	3998664	30	Registered	Campbell Soup Company
TINY TEDDY		China	11288734	11288734	30	Registered	Campbell Soup Company
TIM TAM Stylised and Chinese characters		China	12248517	12248517	30	Registered	Campbell Soup Company

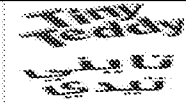
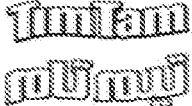
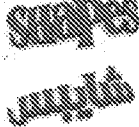
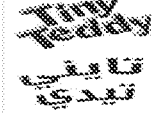

MARK	DESIGN IMAGE	COUNTRY	APP. NO.	REG. NO.	CLASS	STATUS	NAME
Ti Mei Tian (TIM TAM in Chinese characters)		China	21322767	21322767	30	Registered	Campbell Soup Company
Si Tian (TIM TAM in Chinese characters)		China	21322768	21322768	30	Registered	Campbell Soup Company
天甜 (Chinese characters for TIM TAM colloquial – Tian Tian)		China	22656579	22656579	30	Registered	Campbell Soup Company
天恬 (Chinese characters for TIM TAM colloquial – Tian Tian)		China	22656580	22656580	30	Registered	Campbell Soup Company
TIM TAM (Wavy Logo)		China	27483832		30	Pending	Campbell Soup Company
TIM TAM (Wavy Logo)		China	27483833		29	Pending	Campbell Soup Company
TIM TAM (Wavy Logo)		China	27483831	27483831	35	Registered	Campbell Soup Company
TINY TEDDY		Colombia	2012.126. 036	498594	30	Registered	Campbell Soup Company
SHAPES Stylised (English and Arabic characters)		Egypt	260012		30	Pending	Campbell Soup Company
TINY TEDDY Stylised (English and Arabic characters)		Egypt	260010		30	Registered	Campbell Soup Company
TIM TAM		EUTM	8918526	8918526	30	Registered	Campbell Soup Company
WAGON WHEELS		Fiji	259/2004	259/2004	30	Registered	Campbell Soup Company


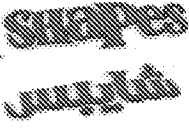
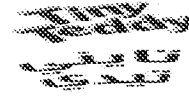

MARK	DESIGN IMAGE	COUNTRY	APP. NO.	REG. NO.	CLASS	STATUS	NAME
TIM TAM		Fiji		666/2004	30	Registered	Campbell Soup Company
SHAPES		Guatemala	2014-003514	205818	30	Registered	Campbell Soup Company
TIM TAM		Guatemala	2014-003513	205816	30	Registered	Campbell Soup Company
TINY TEDDY		Guatemala	2014-003515	205825	30	Registered	Campbell Soup Company
SHAPES		Hong Kong	1996B03808AA	1996B03808AA	29, 30	Registered	Campbell Soup Company
TIM TAM (Complex Chinese Characters)		Hong Kong	300189739	300189739	30	Registered	Campbell Soup Company
TIM TAM		India	1303974	1303974	30	Registered	Campbell Soup Company
SHAPES		India	2369763		30	Registered	Campbell Soup Company
TIM TAM Pack Shot		Israel	148471	148471	30	Registered	Campbell Soup Company
TIM TAM Logo		Israel	148470	148470	30	Registered	Campbell Soup Company
SHAPES Stylised (English and Arabic characters)		Kuwait	120574	102301	30	Registered	Campbell Soup Company
TINY TEDDY Stylised (English and Arabic characters)		Kuwait	120575	102302	30	Registered	Campbell Soup Company
TIM TAM Stylised (English and Arabic characters)		Kuwait	120573	102300	30	Registered	Campbell Soup Company

MARK	DESIGN IMAGE	COUNTRY	APP. NO.	REG. NO.	CLASS	STATUS	NAME
SHAPES Stylised (English and Arabic characters)		Lebanon	3945	137758	30	Registered	Campbell Soup Company
TINY TEDDY Stylised (English and Arabic characters)		Lebanon	3952	135851	30	Registered	Campbell Soup Company
TIM TAM Stylised (English and Arabic characters)		Lebanon	3953	136080	30	Registered	Campbell Soup Company
TIM TAM		Malaysia	96001547	96001547	30	Registered	Campbell Soup Company
TINY TEDDY		Malaysia	96001544	96001544	30	Registered	Campbell Soup Company
SHAPES		Malaysia	20120579 26	20120579 26	30	Registered	Campbell Soup Company
SHAPES		Mauritius	MU/M/10 /11704	10609/20 11	30	Registered	Campbell Soup Company
TIM TAM		Mauritius	MU/M/10 /11703	10608/20 11	30	Registered	Campbell Soup Company
TIM TAM		Mexico	597317	791664	30	Registered	Campbell Soup Company
TINY TEDDY		Mexico	1473242	1553653	30	Registered	Campbell Soup Company
TIM TAM		Mongolia	12870	11539	30	Registered	Campbell Soup Company
ROADIES		New Zealand	838633	838633	30	Registered	Campbell Soup Company
WAGON WHEELS		New Zealand	80475	80475	30	Registered	Campbell Soup Company
SALADA		New Zealand	117272	117272	30	Registered	Campbell Soup Company

MARK	DESIGN IMAGE	COUNTRY	APP. NO.	REG. NO.	CLASS	STATUS	NAME
SHAPES		New Zealand	151872	151872	30	Registered	Campbell Soup Company
TIM TAM		New Zealand	151868	151868	30	Registered	Campbell Soup Company
TINY TEDDY		New Zealand	199640	199640	30	Registered	Campbell Soup Company
SAVOY		New Zealand	277846	277846	30	Registered	Campbell Soup Company
NOTHING SHOULD DISTURB A QUATRO MOMENTO		New Zealand	290768	290768	30	Registered	Campbell Soup Company
TIM TAM DOUBLE COAT		New Zealand	294929	294929	30	Registered	Campbell Soup Company
TIM TAM		New Zealand	620177	620177	25	Registered	Campbell Soup Company
WAGON WHEELS		New Zealand	680942	680942	30	Registered	Campbell Soup Company
WAGON WHEELS		New Zealand	703303	703303	30	Registered	Campbell Soup Company
MINI MUNCHIES		New Zealand	801673	801673	30	Registered	Campbell Soup Company
BIG TEDZ		New Zealand	849962	849962	30	Registered	Campbell Soup Company
TRULY, MADLY TIM TAM		New Zealand	957720	957720	30	Registered	Campbell Soup Company
TRULY MADLY TIM TAM Logo		New Zealand	957704	957704	30	Registered	Campbell Soup Company
SIZZLING SUMMER		New Zealand	960480	960480	30	Registered	Campbell Soup Company
SHAPES GOES PREHISTORIC		New Zealand	960479	960479	30	Registered	Campbell Soup Company

MARK	DESIGN IMAGE	COUNTRY	APP. NO.	REG. NO.	CLASS	STATUS	NAME
SHAPES GOES UNDER THE SEA		New Zealand	960478	960478	30	Registered	Campbell Soup Company
MOO		New Zealand	963013	963013	30	Registered	Campbell Soup Company
SHAPES EXTREME		New Zealand	1000278	1000278	30	Registered	Campbell Soup Company
TIM TAM		New Zealand	1011422	1011422	30	Registered	Campbell Soup Company
TIM TAM SLAM		New Zealand	1041049	1041049	29, 30	Registered	Campbell Soup Company
SHAPES Stylised (English and Arabic characters)		Oman	68235	68235	30	Registered	Campbell Soup Company
TINY TEDDY Stylised (English and Arabic characters)		Oman	68234	68234	30	Registered	Campbell Soup Company
TIM TAM Stylised (English and Arabic characters)		Oman	68233	68233	30	Registered	Campbell Soup Company
WAGON WHEELS		Papua New Guinea	A65181	A65181	30	Registered	Campbell Soup Company
SHAPES		Papua New Guinea	A66654	A66654	30	Registered	Campbell Soup Company
SHAPES		Peru	501991	193446	30	Registered	Campbell Soup Company
TIM TAM		Peru	501994	217757	30	Registered	Campbell Soup Company
SHAPES Stylised (English and Arabic characters)		Qatar	68168	68168	30	Registered	Campbell Soup Company

MARK	DESIGN IMAGE	COUNTRY	APP. NO.	REG. NO.	CLASS	STATUS	NAME
TINY TEDDY Stylised (English and Arabic characters)		Qatar	68167	68167	30	Registered	Campbell Soup Company
TIM TAM Stylised (English and Arabic characters)		Qatar	68166	68166	30	Registered	Campbell Soup Company
ARNOTT'S TIM TAM (in Korean)	아노츠 팀탐	Republic of Korea (South)	1995- 30628	40- 360780	30	Registered	Campbell Soup Company
TIM TAM	아노츠 팀탐	Republic of Korea (South)	40-2009- 32474	40- 854724	30	Registered	Campbell Soup Company
SHAPES Stylised (English and Arabic character)		Saudi Arabia	168622	1452/84	30	Registered	Campbell Soup Company
TINY TEDDY Stylised (English and Arabic characters)		Saudi Arabia	168621	1381/62	30	Registered	Campbell Soup Company
TIM TAM Stylised (English and Arabic characters)		Saudi Arabia	168620	14320670 3	30	Registered	Campbell Soup Company
TIM TAM		Singapore	T94/1406 D	T9401406 D	30	Registered	Campbell Soup Company
TINY TEDDY		Singapore	1404/94	T9401404 H	30	Registered	Campbell Soup Company
SHAPES		Singapore	1402/94	T9401402 A	30	Registered	Campbell Soup Company
SALADA		Singapore	1401/94	T9401401 C	30	Registered	Campbell Soup Company
SHAPES		South Africa	2004/117 34	2004/117 34	30	Registered	Campbell Soup Company

MARK	DESIGN IMAGE	COUNTRY	APP. NO.	REG. NO.	CLASS	STATUS	NAME
TIM TAM		South Africa	2004/11735	2004/11735	30	Registered	Campbell Soup Company
TIM TAM (Complex Chinese Characters)		Taiwan	93015106	1139233	30	Registered	Campbell Soup Company
SHAPES		Thailand	932229	TM400201	30	Registered	Campbell Soup Company
TINY TEDDY		Thailand	932230	TM400618	30	Registered	Campbell Soup Company
SHAPES Stylised (English and Arabic characters)		United Arab Emirates	156956	156956	30	Registered	Campbell Soup Company
TINY TEDDY Stylised (English and Arabic characters)		United Arab Emirates	156955	156955	30	Registered	Campbell Soup Company
TIM TAM Stylised (English and Arabic characters)		United Arab Emirates	156954	156954	30	Registered	Campbell Soup Company
TIM TAM		United Kingdom	2431863B	2431863B	30	Registered	Campbell Soup Company
TIM TAM		United Kingdom	2402901B	2402901B	30	Registered	Campbell Soup Company
TIM TAM		United Kingdom	2264160B	2264160B	30	Registered	Campbell Soup Company
TIM TAM		United States of America	78942492	3728452	30	Registered	Campbell Soup Company
SHAPES		United States of America	85650930	4643226	30	Registered	Campbell Soup Company
SHAPES		Uruguay	440209	440209	30	Registered	Campbell Soup Company

MARK	DESIGN IMAGE	COUNTRY	APP. NO.	REG. NO.	CLASS	STATUS	NAME
TINY TEDDY		Uruguay	440208	440208	30	Registered	Campbell Soup Company
SHAPES		Vietnam	4-2012- 22547	40233125 000	30	Registered	Campbell Soup Company
TINY TEDDY		Vietnam	4-2012- 22548	40233063 000	30	Registered	Campbell Soup Company
IRRESISTIBLE CHOCOLATY HAPPINESS IN A BISCUIT		United States	87/01251 0	5238053	30	Registered	Campbell Soup Company
IRRESISTIBLE CHOCOLATY HAPPINESS IN A COOKIE		United States	86/58960 0	4799867	30	Registered	Campbell Soup Company
TIM TAM SLAM		United States	86/68066 5	5172193	30	Registered	Campbell Soup Company