

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM565206

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SBBQ Operations, LLC dba Sadler's Smokehouse		02/21/2020	Limited Liability Company: TEXAS
RECEIVING PARTY DATA			
Name:	Hormel Foods, LLC		
Street Address:	1 Hormel Place		
City:	Austin		
State/Country:	MINNESOTA		
Postal Code:	55912		
Entity Type:	Limited Liability Company: MINNESOTA		
PROPERTY NUMBERS Total: 11			
Property Type	Number	Word Mark	
Registration Number:	5459444	OAKHILL SMOKEHOUSE	
Registration Number:	5459443	OAK HILL SMOKEHOUSE	
Registration Number:	5060595	REAL WOOD. REAL SMOKE. REAL FLAVOR.	
Registration Number:	4571166	SADLER'S SMOKEHOUSE	
Serial Number:	86205594	DE LA DONA	
Serial Number:	85645590	BABY-QUE	
Serial Number:	85645098	BABY-QUE	
Serial Number:	85089161	SADLER'S SMOKEHOUSE	
Serial Number:	78267148	TENDERSPLIT	
Serial Number:	85769152	SADLER'S SMOKEHOUSE BEEF BACON STRIPS	
Serial Number:	88188496	TRUE PIT-SMOKED TEXAS BBQ	
CORRESPONDENCE DATA			
Fax Number:	5074375135		
<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:	507-437-5936		
Email:	slnelsen@hormel.com		
Correspondent Name:	Sarah L. Nelsen		
Address Line 1:	1 Hormel Place		



OP \$290.00 5459444

Address Line 4:	Austin, MINNESOTA 55912
NAME OF SUBMITTER:	Sarah L Nelsen
SIGNATURE:	/sln/
DATE SIGNED:	03/04/2020
Total Attachments: 4 source=Hormel - Smoke - SBBQ Trademark Assignment (Executed) - PTO 3-4-2020_Redacted#page1.tif source=Hormel - Smoke - SBBQ Trademark Assignment (Executed) - PTO 3-4-2020_Redacted#page2.tif source=Hormel - Smoke - SBBQ Trademark Assignment (Executed) - PTO 3-4-2020_Redacted#page3.tif source=Hormel - Smoke - SBBQ Trademark Assignment (Executed) - PTO 3-4-2020_Redacted#page4.tif	

ASSIGNMENT

WHEREAS, SBBQ Operations, LLC dba Sadler's Smokehouse, a Texas limited liability company ("SBBQ"), with its principal place of business at 1206 North Frisco Street, Henderson, Texas, 75652, is the owner of certain rights with respect to the following trademarks:

Trademarks

Mark	App No	Reg No	Goods	Owner
OAKHILL SMOKEHOUSE Design 	86792692	5459444	(29) cooked meat products, namely, beef, pork and poultry; smoked meat products, namely, barbeque brisket, pork, sausage and chicken; prepared entrees consisting primarily of meats	SBBQ OPERATIONS, LLC DBA SADLER'S SMOKEHOUSE
OAK HILL SMOKEHOUSE	86792646	5459443	(29) cooked meat products, namely, beef, pork and poultry; smoked meat products, namely, barbeque brisket, pork, sausage and chicken; prepared entrees consisting primarily of meats	SBBQ OPERATIONS, LLC DBA SADLER'S SMOKEHOUSE
REAL WOOD. REAL SMOKE. REAL FLAVOR	86694268	5060595	(29) prepared meat, pork and poultry, pork ribs and beef brisket; prepared entrees consisting primarily of meat, poultry or vegetables	SBBQ OPERATIONS, LLC DBA SADLER'S SMOKEHOUSE
SADLER'S SMOKEHOUSE	86072903	4571166	(29) prepared meat, pork and poultry, pork ribs and beef brisket; prepared entrees consisting primarily of meat, poultry or vegetables (30) barbeque sauce	SBBQ OPERATIONS, LLC DBA SADLER'S SMOKEHOUSE
DE LA DONA	86205594	DEAD		SBBQ OPERATIONS, LLC DBA SADLER'S SMOKEHOUSE
BABY-QUE design 	85645590	DEAD		SBBQ OPERATIONS, LLC DBA SADLER'S SMOKEHOUSE
BABY-QUE	85645098	DEAD		SBBQ OPERATIONS, LLC DBA SADLER'S SMOKEHOUSE

SADLER'S SMOKEHOUSE	85089161	3931027	(29) prepared entrees consisting primarily of meat, fish, poultry or vegetables	SBBQ OPERATIONS, LLC
TENDERSPLIT	78267148	2951369	(29) Prepared beef brisket	SBBQ OPERATIONS, LLC
SADLER'S SMOKEHOUSE BEEF BACON STRIPS	85769152	DEAD		SBBQ OPERATIONS, LLC
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TRUE PIT-SMOKED TEXAS BBQ	88188496		(29) Prepared meats, pork and poultry, pork ribs and beef brisket; prepared entrees consisting primarily of meat, poultry or vegetables (30) Barbeque sauce	SBBQ OPERATIONS, LLC
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WHEREAS, Hormel Foods, LLC ("Hormel Foods"), with its principal place of business at 1 Hormel Place, Austin, Minnesota, 55912, is desirous of acquiring any and all rights which SBBQ has in said trademarks including the common law rights to the logo and associated trade dress and the goodwill of the business of SBBQ in connection with said trademarks.

NOW, THEREFORE, to all whom it may concern:

Be it known that for substantial consideration, the receipt of which is hereby acknowledged, said SBBQ does hereby sell, assign and transfer unto said Hormel Foods its entire right, title and interest in and to the said listed trademarks, together with the goodwill of the business symbolized by the trademarks, and the above identified registration thereof and renewals in connection therewith, and all claims for damages by

reason of past, present or future infringement, dilution or misappropriation of the foregoing, with the right to sue for and collect the same.

[Signature Page Follows]

SBBQ Operations, LLC dba Sadler's Smokehouse
A Texas Limited Liability Company

By: [Signature]
Name: Jason Flanagan
Title: Chief Executive Officer and Manager

State of TEXAS)
County of RUSK)ss
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On this 21ST day of FEB, 2020, before me, a notary public, appeared the person who signed this instrument, who acknowledged that he/she signed it as his/her free act on behalf of SBBQ OPERATIONS, with authority to do so.

LLC
dba Sadler's Smokehouse

Barbara S Quinn
Notary Public

[Seal]

