

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM565916

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Crave Protein, LLC		03/18/2019	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Krave Pure Foods, Inc.		
<b>Street Address:</b>	117 West Napa Street, Suite C		
<b>City:</b>	Sonoma		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	95476		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4814028	CRAVE PROTEIN RCP	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4048156555		
<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>			
<b>Phone:</b>	404-815-6500		
<b>Email:</b>	byates@kilpatricktownsend.com		
<b>Correspondent Name:</b>	Barbara Yates, Paralegal		
<b>Address Line 1:</b>	1100 Peachtree Street, Suite 2800		
<b>Address Line 2:</b>	c/o Kilpatrick Townsend & Stockton LLP		
<b>Address Line 4:</b>	Atlanta, GEORGIA 30309-4528		
<b>ATTORNEY DOCKET NUMBER:</b>	1183040		
<b>NAME OF SUBMITTER:</b>	Barbara Yates		
<b>SIGNATURE:</b>	/Barbara Yates/		
<b>DATE SIGNED:</b>	03/09/2020		
<b>Total Attachments: 2</b>			
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source=Crave Protein Assignment#page2.tif			

OP \$40.00 4814028

**EXHIBIT A**  
**ASSIGNMENT**

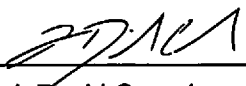
WHEREAS, Crave Protein, LLC, a Delaware limited liability company (“Assignor”), is the owner of the trademarks and trade names CRAVE, CRAVE PROTEIN and CRAVE PROTEIN RCP (the “CRAVE Marks”), including without limitation U.S. Trademark Registration No. 4814028 for the mark CRAVE PROTEIN RCP in International Class 29 (the “Registration”), which have been used by Assignor; and

WHEREAS, Krave Pure Foods, Inc., a Delaware corporation (“Assignee”), desires to acquire said trademarks and trademark registration throughout the world, as well as the domain name craveprotein.com registered or controlled by Assignor and any other domain names comprising the term “crave” registered or controlled by Assignor (“Crave Domains”);

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign, set over and transfer to Assignee, its successors and assigns, the entire right, title and interest throughout the world in and to the CRAVE Marks and the Crave Domains, and any other names, trademarks, trade names and domain names owned or controlled by Assignor anywhere in the world that contain the term “crave” or any substantially similar term, together with the goodwill of the business associated therewith and all registrations therefor, including without limitation U.S. Trademark Registration No. 4814028 and the domain name craveprotein.com.

Assignor hereby agrees to execute all applications and papers and to take such other steps as are necessary for Assignee to obtain and maintain proper protection of the foregoing marks and domain names and to fully exploit all rights and associated therewith in all countries of the world.

CRAVE PROTEIN, LLC

  
\_\_\_\_\_  
By: J. David Crooch  
Title: CEO  
Date: 3/18/2019

**ACCEPTED AND AGREED TO:**

KRAVE PURE FOODS, INC.

*Kama Lund*  
By: *JAMES Turoff*  
Title: Vice President & Secretary  
Date: March 20, 2019