

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM591576

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Fromm Family Foods, LLC		08/11/2020	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	Fox IP, LLC		
Street Address:	13145 North Green Bay Road		
City:	Mequon		
State/Country:	WISCONSIN		
Postal Code:	53097		
Entity Type:	Limited Liability Company: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87807423	PURRSNICKETY	
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>			
Email:	tm-dept@quarles.com		
Correspondent Name:	Andy Dupree		
Address Line 1:	411 East Wisconsin Ave		
Address Line 2:	Suite 2400		
Address Line 4:	Milwaukee, WISCONSIN 53202		
NAME OF SUBMITTER:	Andrew Dupree		
SIGNATURE:	/Andrew Dupree/		
DATE SIGNED:	08/12/2020		
Total Attachments: 2			
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CONFIRMATORY TRADEMARK ASSIGNMENT

This Confirmatory Trademark Assignment (the "Confirmatory Assignment") is made by Fromm Family Foods, LLC, a Wisconsin limited liability company with a principal place of business at 13145 North Green Bay Road, Mequon, Wisconsin 53097 ("Assignor"), for the benefit of Fox IP, LLC, a Wisconsin limited liability company with a principal place of business at 13145 North Green Bay Road, Mequon, Wisconsin 53097 ("Assignee").

WHEREAS, Assignor is the owner of certain trademark and trademark-related rights, including without limitation the application listed on the attached Confirmatory Schedule of Trademark (the "Trademark");

WHEREAS, Assignee desires to acquire from Assignor the Trademark and the goodwill of the business in connection with which the Trademark is used;

NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor agrees to sell, assign, and transfer to Assignee, its successors and assigns, and does hereby sell, assign, and transfer to Assignee, its successors and assigns, Assignor's entire right, title, and interest in and to the Trademark and the goodwill of the business symbolized by the Trademark, plus all claims and demands, if any, including all claims and demands for past infringement, that Assignor may have in connection with the Trademark arising before and as of the date of this Confirmatory Assignment.

This Confirmatory Assignment is made pursuant to that certain Intellectual Property Assignment and License Agreement effective as of December 27, 2018, that certain Amendment Number One to the Intellectual Property Assignment and License Agreement effective as of August 1, 2019, that certain Amendment Number Two to the Intellectual Property Assignment and License Agreement effective as of May 26, 2020, and that certain Amendment Number Three to the Intellectual Property Assignment and License Agreement effective as of August 11, 2020 by and between Assignor and Assignee. To the extent of any conflict between the terms of this Confirmatory Assignment and the Intellectual Property Assignment and License Agreement, the terms of the Intellectual Property Assignment and License Agreement with its Amendment shall prevail and control.


In witness whereof, Assignor has caused this Confirmatory Assignment to be executed by its duly authorized representative as of the effective date of the Amendment Number Three to the Intellectual Property Assignment and License Agreement.

FROMM FAMILY FOODS, LLC – Assignor

By:

Name: Thomas E. Nieman

Title: President



Confirmatory Schedule of Trademark

<u>Country</u>	<u>Trademark</u>	<u>App. No.</u>	<u>App. Date</u>	<u>Status</u>
United States	PURRSNICKETY	87/807,423	22-Feb-2018	Allowed

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