

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM594203

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bountiful Larder Inc.		07/10/2020	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Jackson's Honest LLC		
Street Address:	1212 West Glen Oaks Lane		
City:	Mequon		
State/Country:	WISCONSIN		
Postal Code:	53092		
Entity Type:	Limited Liability Company: WISCONSIN		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	5557347	PUFFS YOU CAN EAT	
Registration Number:	5557346	PUFFS YOU CAN EAT	
Registration Number:	5557345	CHIPS YOU CAN EAT	
Registration Number:	5557344	CHIPS YOU CAN EAT	
Registration Number:	4922682	JACKSON'S HONEST	
Registration Number:	4607998	JACKSON'S HONEST	
Registration Number:	4910575	THE ORIGINAL COCONUT OIL CHIP	
Registration Number:	4721786	THE ORIGINAL COCONUT OIL CHIP	
CORRESPONDENCE DATA			
Fax Number:	4142735198		
<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:	4142733500		
Email:	alosiniecki@gklaw.com		
Correspondent Name:	Shane Delsman		
Address Line 1:	833 E. Michigan Street		
Address Line 2:	Suite 1800		
Address Line 4:	Milwaukee, WISCONSIN 53202		
ATTORNEY DOCKET NUMBER:	017722-0001		
NAME OF SUBMITTER:	Shane Delsman		

CH \$215.00 5557347

SIGNATURE:	/Shane Delsman/
DATE SIGNED:	08/26/2020
Total Attachments: 4 source=Trademark Assignment#page1.tif source=Trademark Assignment#page2.tif source=Trademark Assignment#page3.tif source=Trademark Assignment#page4.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the "Assignment") is made and shall be effective as of July 10, 2020 (the "Effective Date"), by and between, Bountiful Larder Inc. (d/b/a Jackson's Honest), a Delaware corporation, with a mailing address of P.O. Box 2821 Crested Butte, Colorado 81224 ("Assignor"), and Jackson's Honest LLC, a Wisconsin limited liability company, located at c/o Hampton Roads Capital LLC, 1212 West Glen Oaks Lane, Mequon, WI 53092 ("Assignee").

WHEREAS, Assignor owns all right, title, and interest in the trademarks, trademark applications, and trademark registrations shown on the attached **Schedule A** and any related common law rights, including the goodwill associated therewith (the "Assigned Trademarks"); and

WHEREAS, in connection with that certain Asset Purchase Agreement, made and entered into as of the Effective Date (the "Purchase Agreement"), by and among Assignee, Assignor and the other parties thereto, Assignee shall acquire all of rights throughout the world in and to, along with the right to recover damages and profits for past and future infringements of, the Assigned Trademarks.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN: Be it known that for the good and valuable consideration set forth in the Purchase Agreement, the receipt and sufficiency of which is hereby acknowledged, effective as of the Effective Date, Assignor hereby agrees to and does sell, assign, and transfer unto Assignee all right, title, and interest in and to the Assigned Trademarks and any applications or registrations therefor, together with all common law rights therein, the goodwill of the business in connection with which the Assigned Trademarks are used and which is symbolized by the Assigned Trademarks, throughout the world, all renewals thereof, and all rights of action, powers, and benefits accrued thereto, including the right to sue for and collect damages and profits for past and future infringements thereof.

Where appropriate, the parties authorize and request the Commissioner of Trademark of the United States Patent and Trademark Office, whose duty it is to register trademark, to record Assignee as the assignee and owner of the Assigned Trademarks.

Assignee and Assignor hereby further undertake that they will execute such additional documents and take such further actions as may be reasonably required in order to confirm and further effectuate the assignment of the Assigned Trademarks by Assignor to Assignee.

This Assignment (i) may be executed in one or more counterparts and delivered by facsimile, portable document format or other electronic means, each of which when so executed and delivered shall be deemed to be an original and all of which together shall be deemed to be one and the same agreement; (ii) shall be binding upon and inure to the benefit of the parties hereto, and each of their successors and assigns; (iii) shall be governed in all respects by the internal laws of the State of Wisconsin, without regard to its conflicts of law principles which would require application of the laws of another jurisdiction; and (iv) may not be amended or modified unless in writing and signed by Assignee and Assignor.

IN WITNESS WHEREOF, the undersigned parties have executed this Trademark Assignment as of the Effective Date.

ASSIGNOR:

Bountiful Larder Inc. (D/B/A Jackson's Honest)

By: 

Name: Meg Roamer

Title: CEO

ASSIGNEE:

Jackson's Honest LLC

By: _____

Name: Joe Cesarz

Title: Secretary

[Signature Page to Trademark Assignment]

IN WITNESS WHEREOF, the undersigned parties have executed this Trademark Assignment as of the Effective Date.

ASSIGNOR:

Bountiful Larder Inc. (D/B/A Jackson's Honest)

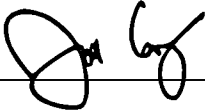
By: _____

Name: _____

Title: _____

ASSIGNEE:

Jackson's Honest LLC

By:  _____

Name: Joe Cesarz

Title: Secretary

SCHEDULE A: ASSIGNED TRADEMARKS

MARK	REG. NO.	REG. DATE	OWNER	COUNTRY	REGISTER
PUFFS YOU CAN EAT	5,557,347	September 4, 2018	Bountiful Larder, Inc.	US	Supplemental Register
PUFFS YOU CAN EAT	5,557,346	September 4, 2018	Bountiful Larder, Inc.	US	Supplemental Register
CHIPS YOU CAN EAT	5,557,345	September 4, 2018	Bountiful Larder, Inc.	US	Supplemental Register
CHIPS YOU CAN EAT	5,557,344	September 4, 2018	Bountiful Larder, Inc.	US	Supplemental Register
JACKSON'S HONEST	4,922,682	March 22, 2016	Bountiful Larder, Inc.	US	Principal Register
JACKSON'S HONEST	4,607,998	September 23, 2014	Bountiful Larder Inc.	US	Principal Register
THE ORIGINAL COCONUT OIL CHIP	4,910,575	March 1, 2016	Bountiful Larder, Inc.	US	Supplemental Register
THE ORIGINAL COCONUT OIL CHIP	4,721,786	April 14, 2015	Bountiful Larder Inc.	US	Supplemental Register