

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM609584

<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>
Vitamin Packs, Inc.		10/30/2020	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Société des Produits Nestlé S.A.		
<b>Street Address:</b>	Avenue Nestlé 55		
<b>City:</b>	Vevey		
<b>State/Country:</b>	SWITZERLAND		
<b>Postal Code:</b>	1800		
<b>Entity Type:</b>	Société Anonyme (Sa): SWITZERLAND		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5676752		
<b>Registration Number:</b>	5676753		
<b>Registration Number:</b>	5626672		
<b>Registration Number:</b>	5626674		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	303.245.2092		
<b>Email:</b>	docket@hollandhart.com, ljheld@hollandhart.com		
<b>Correspondent Name:</b>	Catherine C. Miller, Holland & Hart LLP		
<b>Address Line 1:</b>	P.O. Box 8749		
<b>Address Line 2:</b>	Attn: Trademark Docketing		
<b>Address Line 4:</b>	Denver, COLORADO 80201-8749		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Catherine C. Miller, Holland & Hart LLP		
<b>Address Line 1:</b>	P.O. Box 8749		
<b>Address Line 2:</b>	Attn: Trademark Docketing		
<b>Address Line 4:</b>	Denver, COLORADO 80201-8749		





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<b>NAME OF SUBMITTER:</b>	Catherine C. Miller
<b>SIGNATURE:</b>	/Catherine C. Miller/
<b>DATE SIGNED:</b>	11/18/2020
<b>Total Attachments: 2</b> source=Trademark Assignment USPTO (002) (002)#page1.tif source=Trademark Assignment USPTO (002) (002)#page2.tif	

**TRADEMARK ASSIGNMENT**

This Trademark Assignment is made and effective as of the date of the signature below (the "Effective Date"), by and between, **Vitamin Packs, Inc.**, a corporation organized under the laws of the State of Delaware, having an address of 35131 SE Douglas Street, Suite 105, Snoqualmie, Washington, United States 98065 ("Assignor"), and **Société des Produits Nestlé S.A.**, a société anonyme organized under the laws of Switzerland having an address at Avenue Nestlé 55, 1800 Vevey, Switzerland ("Assignee").

Assignor is the owner of the following United States trademark registration together with the common law rights in this mark (the "Trademark"):

Mark	U.S. Application Serial No.	U.S. Registration No.
"Persona logo" (PERSONA) 	88004413	5676752
"Persona logo" (PERSONA) 	88004440	5676753
"Vitamin pack" (PERSONA) 	87881294	5626672
"Vitamin pack" (PERSONA) 	87881315	5626674

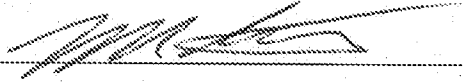
Assignee seeks to acquire Assignor's entire right, title, and interest in and to the Trademark, together with the goodwill of the business associated with and symbolized by the Trademark.

In consideration of the preceding paragraphs, which are incorporated by this reference, and for other good and valuable consideration, the receipt and sufficiency of which are acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, its successors and assigns, all of its right, title and interest in and to the Trademark, including, without limitation, the goodwill of the business associated with and symbolized by the Trademark.

Assignor authorizes the United States Patent and Trademark Office to record the transfer of the Trademark to Assignee as recipient of Assignor's entire right, title and interest to the Trademark.

Executed on October 20, 2020.

VITAMIN PACKS, INC.  
ASSIGNOR



By: Mark Southern

Title: CFO