

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM624780

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	07/28/2019

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Kellogg North America Company		10/05/2020	Corporation: DELAWARE
Keebler Company		10/05/2020	Corporation: DELAWARE
Famous Amos Chocolate Chip Cookie Company, L.L.C.		10/05/2020	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA

Name:	Ferequity Inc.
Street Address:	7 Sylvan Way
City:	Parsippany
State/Country:	NEW JERSEY
Postal Code:	07054
Entity Type:	Corporation: DELAWARE

PROPERTY NUMBERS Total: 85

Property Type	Number	Word Mark
Registration Number:	4913014	KEEBLER
Registration Number:	0977788	KEEBLER
Registration Number:	5210728	KEEBLER
Registration Number:	5092173	ELFWICH
Registration Number:	3123341	MURRAY
Registration Number:	1409681	SAMOAS
Registration Number:	1983764	UNCOMMONLY GOOD
Registration Number:	3086675	UNCOMMONLY MADE. UNCOMMONLY GOOD.
Registration Number:	1840735	SINCE 1914
Registration Number:	1386947	GRASSHOPPER
Registration Number:	0221594	KEEBLER
Registration Number:	1718443	CIRCUS ANIMAL
Registration Number:	2187919	COCADAS
Registration Number:	1315991	CHIPS DELUXE
Registration Number:	1903721	CHOCOLATE LOVERS CHIPS DELUXE

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	2933699	COOKIE JAR CLASSICS
Registration Number:	5135304	IT TAKES HEART TO MAKE A GREAT COOKIE
Registration Number:	2509548	DO-SI-DOS
Registration Number:	2296926	DROXIES
Registration Number:	1564871	E. L. FUDGE
Registration Number:	4475934	EL DUENDE
Registration Number:	2192403	ELFIN
Registration Number:	1727924	ENGLISH TEA
Registration Number:	1321079	
Registration Number:	1105259	
Registration Number:	2304374	FAMOUS AMOS
Registration Number:	1468496	FAMOUS AMOS
Registration Number:	1739181	FUDGE SHOPPE
Registration Number:	0793026	GAUCHOS
Registration Number:	4763270	
Registration Number:	0885569	BARBARA DEE
Registration Number:	2253830	GRASSHOPPER
Registration Number:	1257764	GREAT COOKIES FOR A GREAT CAUSE
Registration Number:	1713946	KEEBLER
Registration Number:	0844688	KEEBLER
Registration Number:	0959987	
Registration Number:	3419043	JACK'S
Registration Number:	3419044	JACKSON'S
Registration Number:	0918134	JACKSON'S
Registration Number:	2506429	JINGLES
Registration Number:	1541752	PECAN SHORTEES
Registration Number:	4335666	PITTER PATTER
Registration Number:	4736526	RAH-RAH RAISINS
Registration Number:	0720413	ROBERT'S
Registration Number:	1326232	SOFT BATCH
Registration Number:	1794388	SANDIES
Registration Number:	4210035	SAVANNAH SMILES
Registration Number:	4675211	
Registration Number:	1487668	LITTLE BROWNIE BAKERS
Registration Number:	1560049	LITTLE BROWNIE BAKERS
Registration Number:	4512416	SIMPLY MADE
Registration Number:	1065521	MOTHER'S
Registration Number:	3287270	MOTHER'S

Property Type	Number	Word Mark
Registration Number:	4707125	MOTHER'S COOKIES BAKING MEMORIES SINCE 1
Registration Number:	1294747	MURRAY COOKIES
Registration Number:	0998564	MURRAY
Registration Number:	3663652	MURRAY SUGAR FREE
Registration Number:	2187918	TAFFY
Registration Number:	1817034	TAGALONGS
Registration Number:	4306827	TAGALONGS
Registration Number:	4323059	THANK U BERRY MUNCH
Registration Number:	2601388	THE ORIGINAL CIRCUS ANIMAL
Registration Number:	2293597	THE ORIGINAL CIRCUS ANIMAL COOKIES
Registration Number:	4819418	TOFFEE-TASTIC
Registration Number:	2323807	VIENNA CREMES
Registration Number:	1559165	VIENNA FINGERS
Registration Number:	4845439	WALLY AMOS
Registration Number:	1274495	KEEBLER
Registration Number:	0202501	
Registration Number:	0007228	
Registration Number:	1961052	READY CRUST
Registration Number:	0985592	READY-CRUST
Registration Number:	2470301	
Registration Number:	2506826	
Registration Number:	0682989	HONEY-ROLL
Registration Number:	0573143	DUBLE HEDER
Registration Number:	0688061	TAKE-OUT
Registration Number:	0560074	EAT-IT-ALL
Serial Number:	85763699	ALOHA CHIPS
Serial Number:	87633312	TRULY YOU
Serial Number:	87879909	KEEBLER WHOOPSY! FUDGE STRIPES
Serial Number:	87944357	FRUIT HARVEST
Serial Number:	88024183	LEM-I-AM
Serial Number:	88024193	POSITIVELY LEMON
Serial Number:	88024189	LEMON BRIGHTS

CORRESPONDENCE DATA

Fax Number: 2123368001

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.

Phone: 212-336-8000

Email: ptodocket@arelaw.com

Correspondent Name: Chester Rothstein, Esq., Amster, et al.
Address Line 1: 90 Park Avenue, 21st Floor
Address Line 4: New York, NEW YORK 10016

NAME OF SUBMITTER: Chester Rothstein

SIGNATURE: /Chester Rothstein/

DATE SIGNED: 02/05/2021

Total Attachments: 18

source=REVISED_Executed_Assignment_with_Exhibit_A_Ferequity_and_Kelloggs#page1.tif
source=REVISED_Executed_Assignment_with_Exhibit_A_Ferequity_and_Kelloggs#page2.tif
source=REVISED_Executed_Assignment_with_Exhibit_A_Ferequity_and_Kelloggs#page3.tif
source=REVISED_Executed_Assignment_with_Exhibit_A_Ferequity_and_Kelloggs#page4.tif
source=REVISED_Executed_Assignment_with_Exhibit_A_Ferequity_and_Kelloggs#page5.tif
source=REVISED_Executed_Assignment_with_Exhibit_A_Ferequity_and_Kelloggs#page6.tif
source=REVISED_Executed_Assignment_with_Exhibit_A_Ferequity_and_Kelloggs#page7.tif
source=REVISED_Executed_Assignment_with_Exhibit_A_Ferequity_and_Kelloggs#page8.tif
source=REVISED_Executed_Assignment_with_Exhibit_A_Ferequity_and_Kelloggs#page9.tif
source=REVISED_Executed_Assignment_with_Exhibit_A_Ferequity_and_Kelloggs#page10.tif
source=REVISED_Executed_Assignment_with_Exhibit_A_Ferequity_and_Kelloggs#page11.tif
source=REVISED_Executed_Assignment_with_Exhibit_A_Ferequity_and_Kelloggs#page12.tif
source=REVISED_Executed_Assignment_with_Exhibit_A_Ferequity_and_Kelloggs#page13.tif
source=REVISED_Executed_Assignment_with_Exhibit_A_Ferequity_and_Kelloggs#page14.tif
source=REVISED_Executed_Assignment_with_Exhibit_A_Ferequity_and_Kelloggs#page15.tif
source=REVISED_Executed_Assignment_with_Exhibit_A_Ferequity_and_Kelloggs#page16.tif
source=REVISED_Executed_Assignment_with_Exhibit_A_Ferequity_and_Kelloggs#page17.tif
source=REVISED_Executed_Assignment_with_Exhibit_A_Ferequity_and_Kelloggs#page18.tif

CONFIRMATORY NOTICE
OF
INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT

This CONFIRMATORY NOTICE OF INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT (this "Agreement") is executed as of October 5, 2020 by Kellogg North America Company, a Delaware corporation; Keebler Company, a Delaware corporation; and Famous Amos Chocolate Chip Cookie Company, L.L.C., a Delaware limited liability company ("Assignors"), providing notice of the assignment of Assigned IP Assets (as defined below) to Ferequity Inc., a Delaware corporation ("Assignee") dated July 28, 2019 (Assignors and Assignee are each hereinafter referred to as a "Party," and collectively, as the "Parties"). Capitalized terms used but not defined herein shall have the meanings ascribed thereto in the Purchase Agreement (as defined below).

WHEREAS, Kellogg Company, a Delaware corporation ("Seller") and Ferrero International S.A., a Luxembourg société anonyme ("Purchaser"), have entered into that certain Stock and Asset Purchase Agreement, dated as of March 31, 2019 (the "Purchase Agreement"), pursuant to which, on the terms and subject to the conditions set forth in the Purchase Agreement, Seller has agreed to, and to cause the other Seller Entities (including but not limited to Assignors), to, sell, assign, transfer and convey to Purchaser or one of more of its Affiliates (namely Assignee) at the Closing all of their right, title and interest in and to the Purchased Assets, including the Business Owned Intellectual Property within the United States (as well as all dependent possession and territories, including Puerto Rico) that, in each case, is not used primarily in, or held primarily for use in, the business, as conducted by Seller prior to the Closing, of developing, manufacturing, marketing, distributing and/or selling Fruit Snacks and Fruit Strips throughout the world (including the Business Owned Intellectual Property listed on Attachment A) (such Business Owned Intellectual Property, collectively, the "Assigned IP Assets"); and

WHEREAS, on July 28, 2019, Assignors and Assignee executed an Intellectual Property Assignment Agreement which assigned to Assignee, *inter alia*, the Assigned IP Assets (including the Business Owned Intellectual Property listed on its Attachment A which is the same attachment as is attached as this Agreement's Attachment A) (the "July 28, 2019 Assignment"); and

WHEREAS, on September 23, 2019, the Parties executed a document entitled Notice of Intellectual Property Assignment Agreement which was recorded in the Records of the United States Patent and Trademark Office at Reel 6751, Frame 940 against the United States applications for registration and registrations listed on Attachment A (the "September 23, 2019 Notice"); and

WHEREAS, the September 23, 2019 Notice clarified that to the extent the July 28, 2019 Assignment related to any "intent-to-use" federal application for registration of any Mark under Section 1(b) of the federal Lanham Act (15 U.S.C. §1051 et seq.), such assignment was to, and Assignee is, a successor to the business of the applicant, or portion thereof, to which such Mark pertains, if that business is ongoing and existing; and

WHEREAS, the Parties wish to replace the September 23, 2019 Notice with this Agreement, where Assignors hereby confirm the July 28, 2019 Assignment of all of



Assignors' right, title and interest in, to and under the Assigned IP Assets and the addition of the clarification stated in the previous Whereas Clause.

NOW, THEREFORE, in consideration of the mutual promises set forth in this Assignment and the Purchase Agreement and other good and valuable consideration, the adequacy and receipt of which are hereby acknowledged, the Parties hereby agree as follows:

1. **Transfer of Assigned IP Assets.** Assignors do hereby confirm that, pursuant to the July 28, 2019 Assignment, Assignors did irrevocably sell, assign, transfer, convey and deliver to Assignee and its successors and assigns, and Assignee did thereby acquire and accept, all of Assignors' right, title and interest in, to and under the Assigned IP Assets throughout the universe and all rights corresponding thereto, free and clear of all Liens, together with all goodwill appurtenant to any Marks included in the Assigned IP Assets, and all benefits, privileges, causes of action, common law rights, and remedies relating thereto throughout the world, including, without limitation, all of Assignors' rights to: (a) apply for and maintain all registrations, renewals and/or extensions of the Assigned IP Assets, (b) claim priority under United States law or international convention with respect to the Assigned IP Assets, (c) sue, counterclaim and otherwise bring actions and recover damages and payments for past, present, and future infringement, misappropriation, dilution or other violation of the Assigned IP Assets, and (d) grant licenses or other interests in or to the Assigned IP Assets. To the extent the July 28, 2019 Assignment related to any "intent-to-use" federal application for registration of any Mark under Section 1(b) of the federal Lanham Act (15 U.S.C. §1051 et seq), the Parties hereby acknowledge and agree that such assignment was to, and Assignee is, a successor to the business of the applicant, or portion thereof, to which such Mark pertains, if that business is ongoing and existing.

2. **Subject to Purchase Agreement.** Assignors and Assignee acknowledge and agree that the representations, warranties, covenants, indemnities, limitations and other terms contained in the Purchase Agreement shall not be superseded hereby but shall remain in full force and effect to the fullest extent provided therein. In the event of any conflict or inconsistency between the terms of the Purchase Agreement and the terms hereof, the terms of the Purchase Agreement shall govern.

3. **Authorization.** Assignors do hereby authorize and request the (a) Register of Copyrights of the United States to record Assignee as assignee and owner of the entire right, title and interest in and to the copyrights included in the Assigned IP Assets (including those listed on Attachment A), and (b) Commissioners for Patents and Trademarks to record Assignee as assignee and owner of the entire right, title and interest in and to the Patents and Marks included in the Assigned IP Assets (including those listed on Attachment A).

4. **Electronic Transfer, Transfer Forms.** Assignors agree to cooperate with Assignee, at Assignors' cost, to promptly transfer the Internet Properties included in the Assigned IP Assets (including those listed on Attachment A) electronically from Assignors' account, as applicable, to Assignee's account (such that Assignee will be listed as the registrant of such domain names in the WHOIS database) and Assignors shall deliver all passwords, authorization codes or similar information necessary to transfer to Assignee all such Internet Properties.


5. **Further Assurances.** Assignors do hereby covenant and agree with Assignee to execute and deliver to Assignee and any successors, designees or assigns of Assignee at Assignee's cost such other and further instruments of sale, assignment, transfer, conveyance and delivery and all such further assurances, notices, releases, acquittances and other

documents, consents and waivers as may be necessary or reasonably requested by Assignee or any such successors, designees or assigns in order to put them in possession of or vest in them or confirm, evidence, perfect, maintain, enforce or protect their title to and right to use and enjoy the Assigned IP Assets, including, without limitation, all documents necessary to record in the name of Assignee, or any of Purchaser's other Affiliates designated by Assignee, the assignment of the Patents and Marks included in the Assigned IP Assets with the United States Patent and Trademark Office and the copyrights included in the Assigned IP Assets with the United States Copyright Office, and any transfer documents required by a domain name registrar or social media website.

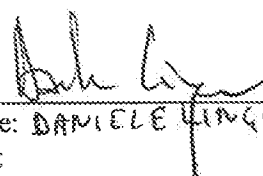

6. **Miscellaneous.** This Assignment shall be subject to all applicable provisions of Article XI of the Purchase Agreement.

IN WITNESS WHEREOF, the Parties have caused this Agreement to be duly executed by their respective authorized officers as of the day and year first above written but effective as of the Closing Date.

**KELLOGG NORTH AMERICA
COMPANY**

By: 
Name: Jane M. Jeannero
Title: Assistant Secretary

**FAMOUS AMOS CHOCOLATE CHIP
COOKIE COMPANY L.L.C.**




By:  
Name: DANIELE LINGUA DANIELE LINGUA
Title: DANIELE LINGUA DANIELE LINGUA

KEEBLER COMPANY



By: 
Name: Jane M. Jeannero
Title: Assistant Secretary

Attachment A

Marks

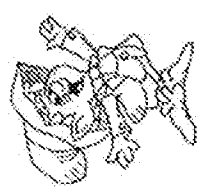
Country	Mark With Image	Status	Application No.	File Date	Registration No.	Registration Date	Owner Name	Goods/Services
UNITED STATES	KEEBLER (Stylized) Shield Logo & Tree Design (Color) 	REGISTERED	86/685,813	7/7/2015	4,913,014	3/8/2016	Kellogg North America Company	030 - Cones for ice cream; Cookies; Crackers; Pie crusts
UNITED STATES	KEEBLER (Stylized) & Shield Design 	REGISTERED	72/424,669	5/17/1972	977,788	1/29/1974	Kellogg North America Company	030 - Biscuits; snack items in the nature of crackers of various shapes and sizes, containing flavoring or seasoning ingredients, such as for example, sesame, cheese, onion, bacon; wafers; toasts; animal crackers; and edible containers of a bakery product nature for receiving various foods
UNITED STATES	KEEBLER 	REGISTERED	87/010,663	4/22/2016	5,210,728	5/23/2017	Kellogg North America Company	030 - Cereal-based snack food; Processed cereal-based food to be used as a breakfast food; snack food or ingredient for making other foods; Breakfast cereals; Processed cereals; Ready-to-eat cereals

Handwritten marks: a checkmark and a signature.




Country	Mark With Image	Status	Application No.	File Date	Registration No.	Registration Date	Owner Name	Goods/Services
UNITED STATES	ELFWICH	REGISTERED	86/674,466	6/25/2015	5,092,173	11/29/2016	Kellogg North America Company	030 - Cones for ice cream; Cookies; Crackers; Graham crackers; Pie crusts
UNITED STATES	MURRAY (Stylized) & Design (Black & White)	REGISTERED	78/680,603	7/28/2005	3,123,341	8/1/2006	Kellogg North America Company	030 -- Cookies
								
UNITED STATES	SAMOAS	REGISTERED	73/531,678	4/11/1985	1,409,681	9/16/1986	Kellogg North America Company	030 -- Cookies
UNITED STATES	UNCOMMONLY GOOD	REGISTERED	74/651,934	3/27/1995	1,983,764	7/2/1996	Kellogg North America Company	030 - cookies, crackers
UNITED STATES	UNCOMMONLY MADE.	REGISTERED	78/524,222	11/30/2004	3,086,675	4/25/2006	Kellogg North America Company	030 - cookies and crackers
UNITED STATES	SINCE 1914 & Design (Girl & Awning) (Color)	REGISTERED	74/418,876	7/26/1993	1,840,735	6/21/1994	Kellogg North America Company	030 - cookies
								
UNITED STATES	GRASSHOPPER	REGISTERED	73/478,028	4/30/1984	1,386,947	3/18/1986	Kellogg North America Company	030 - Sandwich-type cookies.
UNITED STATES	KEEBLER	REGISTERED	71/234,480	7/13/1926	221,594	12/7/1926	Kellogg North America Company	030 - Cookies, crackers and a fancy grade of biscuit-like articles coated with chocolate, fendant, and marshmallow


[Handwritten marks]

Country	Mark With Image	Status	Application No.	File Date	Registration No.	Registration Date	Owner Name	Goods/Services
UNITED STATES	CIRCUS ANIMAL	REGISTERED	74/678,932	7/16/1990	1,718,443	9/22/1992	Kellogg North America Company	030 - cookies
UNITED STATES	COCADAS	REGISTERED	75/385,339	11/5/1997	2,187,919	9/8/1998	Kellogg North America Company	030 - cookies
UNITED STATES	CHIPS DELUXE	REGISTERED	73/411,366	1/28/1983	1,315,991	1/22/1985	Kellogg North America Company	030 - Cookies
UNITED STATES	CHOCOLATE LOVERS CHIPS DELUXE	REGISTERED	74/445,502	10/12/1993	1,993,721	7/4/1995	America Company	030 - cookies
UNITED STATES	COOKIE JAR CLASSICS	REGISTERED	76/487,511	2/3/2003	2,933,699	3/15/2005	America Company	030 - cookies
UNITED STATES	ALOHA CHIPS	PENDING	65/763,699	10/25/2012			America Company	030 - Food products, namely, cookies
UNITED STATES	IT TAKES HEART TO MAKE A GREAT COOKIE	REGISTERED	86/655,280	6/8/2015	5,135,304	2/7/2017	Famous Amos Chocolate Chip Cookie Company L.L.C.	030 - Cookies
UNITED STATES	DO-SIDOS	REGISTERED	76/744,450	10/10/2000	2,599,548	11/20/2001	Kellogg North America Company	030 - cookies
UNITED STATES	DROXIES	REGISTERED	75/459,526	3/30/1998	2,296,926	11/30/1999	Kellogg North America Company	030 - Cookies
UNITED STATES	E.L. FUDGE	REGISTERED	73/644,634	2/13/1987	1,564,871	11/7/1989	Kellogg North America Company	030 - Cookies
UNITED STATES	EL DUENDE	REGISTERED	85/737,700	9/25/2012	4,475,934	1/28/2014	Kellogg North America Company	030 - Cookies
UNITED STATES	ELFIN	REGISTERED	75/394,124	11/21/1997	2,192,403	9/29/1998	Kellogg North America Company	030 - Crackers
UNITED STATES	ENGLISH TEA	REGISTERED	74/224,782	11/25/1991	1,727,924	10/27/1992	Kellogg North America Company	030 - cookies
UNITED STATES	Ernie Elf Design	REGISTERED	73/467,208	2/24/1984	1,321,079	2/19/1985	Kellogg North America Company	030 - Crackers, Cookies, Cookie Sandwiches, Biscuits, Wafers and Ice Cream Cones





Handwritten marks, including a signature and a checkmark.

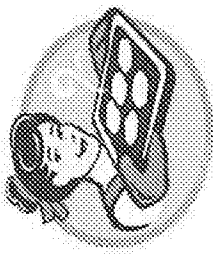
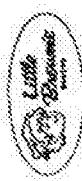
Country	Mark With Image	Status	Application No.	File Date	Registration No.	Registration Date	Owner Name	Goods/Services
UNITED STATES	Ernie Elf Design 4 	REGISTERED	73/155,755	1/18/1978	1,105,259	10/31/1978	Kellogg North America Company	030 - Biscuits, cookies, crackers, unfilled ice cream cones
UNITED STATES	FAMOUS AMOS	REGISTERED	75/659,719	3/12/1999	2,304,374	12/28/1999	Famous Amos Chocolate Chip Cookie Company L.L.C.	030 - cookies
UNITED STATES	FAMOUS AMOS (2- Stylized) 	REGISTERED	73/600,268	5/23/1986	1,468,496	12/8/1987	Famous Amos Chocolate Chip Cookie Company L.L.C.	030 - Cookies
UNITED STATES	FUDGE SHOPPE	REGISTERED	74/208,821	10/2/1991	1,739,181	12/8/1992	Kellogg North America Company	030 - cookies
UNITED STATES	GAUCHOS	REGISTERED	72/203,330	10/5/1964	793,026	7/20/1965	Kellogg North America Company	030 - COOKIES
UNITED STATES	Awning Design (Color) 	REGISTERED	86/311,614	6/17/2014	4,763,270	6/30/2015	Kellogg North America Company	030 - Cookies

Country	Mark With Image	Status	Application No.	File Date	Registration No.	Registration Date	Owner Name	Goods/Services
UNITED STATES	BARBARA DEE	REGISTERED	72/317,306	1/23/1969	885,569	2/3/1970	Kellogg North America Company	030 - Cookies
UNITED STATES	GRASSHOPPER	REGISTERED	75/536,378	8/17/1998	2,253,830	6/15/1999	Kellogg North America Company	030 - Cookies
UNITED STATES	GREAT COOKIES FOR A GREAT CAUSE	REGISTERED	73/377,215	7/29/1982	1,237,764	11/15/1983	Kellogg North America Company	030 - Cookies
UNITED STATES	KEEBLER	REGISTERED	74/179,822	6/26/1991	1,713,946	9/8/1992	Kellogg North America Company	030 - cookies, crackers, pie crusts, cones for ice cream
UNITED STATES	KEEBLER (Stylized) & Shield Design	REGISTERED	72/261,588	12/28/1966	844,688	2/20/1968	Kellogg North America Company	030 - Cookies, crackers
UNITED STATES								
UNITED STATES	Hollow Tree & Shield Design	REGISTERED	72/424,671	5/17/1972	959,987	5/29/1973	Kellogg North America Company	030 - Cookies, crackers, biscuits, snack items and edible containers of a bakery product nature for receiving various foods
UNITED STATES	JACK'S	REGISTERED	77/821,334	10/14/2006	3,419,043	4/29/2008	Kellogg North America Company	030 - bakery products, namely, cookies
UNITED STATES	JACKSON'S	REGISTERED	77/821,336	10/14/2006	3,419,044	4/29/2008	Kellogg North America Company	030 - cookies and cookie wafers

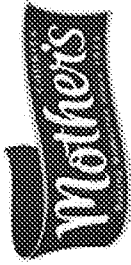

✓

Country	Mark With Image	Status	Application No.	File Date	Registration No.	Registration Date	Owner Name	Goods/Services
UNITED STATES	JACKSON'S (Stylized) & Oval Design 	REGISTERED	72/343,716	11/17/1969	918,134	8/10/1971	Kellogg North America Company	30 - Cookies and cookie wafers
UNITED STATES	JINGLES	REGISTERED	76/162,424	11/13/2000	2,506,429	11/13/2001	Kellogg North America Company	030 - cookies
UNITED STATES	PECAN SHORTIEES	REGISTERED	73/610,978	7/23/1986	1,541,752	5/30/1989	Kellogg North America Company	030 - Bakery products, namely cookies
UNITED STATES	PITZER PATTY	REGISTERED	85/439,063	10/4/2011	4,335,666	5/14/2013	Kellogg North America Company	030 - Food products, namely, cookies
UNITED STATES	RAH-RAH RAISINS	REGISTERED	86/234,164	3/27/2014	4,736,526	5/12/2015	Kellogg North America Company	030 - Cookies
UNITED STATES	ROBERT'S 	REGISTERED	72/086,314	11/30/1959	720,413	8/22/1961	Kellogg North America Company	030 - Bakery Products- Namely, Cookie-Like Confections and Cookies
UNITED STATES	SOFT BATCH	REGISTERED	73/446,067	9/30/1983	1,326,332	3/19/1985	Kellogg North America Company	030 - Cookies
UNITED STATES	SANDIES	REGISTERED	74/274,496	5/11/1992	1,794,388	9/21/1993	Kellogg North America Company	030 - cookies
UNITED STATES	SAVANNAH SMILES	REGISTERED	85/560,425	3/5/2012	4,210,035	9/18/2012	Kellogg North America Company	030 - Cookies

Handwritten marks:
A
M



Country	Mark With Image	Status	Application No.	File Date	Registration No.	Registration Date	Owner Name	Goods/Services
UNITED STATES	Lady with Tray Design 	REGISTERED	86/311,602	6/17/2014	4,675,211	1/20/2015	Kellogg North America Company	030 - Cookies
UNITED STATES	LITTLE BROWNIE BAKERS	REGISTERED	73/558,727	9/17/1985	1,487,668	5/10/1988	Kellogg North America Company	030 - Bakery products, namely cookies.
UNITED STATES	LITTLE BROWNIE BAKERS (Stylized) & 	REGISTERED	73/742,417	7/27/1988	1,560,049	10/10/1989	Kellogg North America Company	030 - Bakery products, namely cookies.
UNITED STATES	SIMPLY MADE	REGISTERED	85/893,789	4/3/2013	4,512,416	4/8/2014	Kellogg North America Company	030 - Cookies
UNITED STATES	MOTHER'S	REGISTERED	72/433,786	8/25/1972	1,065,521	5/10/1977	Kellogg North America Company	030 - Cookies
UNITED STATES	MOTHER'S	REGISTERED	75/070,062	3/11/1996	3,287,270	9/4/2007	Kellogg North America Company	030 - cakes, cookies, crackers and other bakery goods

M

Country	Mark With Image	Status	Application No.	File Date	Registration No.	Registration Date	Owner Name	Goods/Services
UNITED STATES	MOTHER'S COOKIES BAKING MEMORIES 	REGISTERED	865311,632	6/17/2014	4,707,125	3/24/2015	Kellogg North America Company	030 - Cookies
UNITED STATES	MURRAY COOKIES (Stylized) & Design (Black & )	REGISTERED	73/421,875	4/15/1983	1,294,747	9/11/1984	Kellogg North America Company	030 - Cookies [and Crackers]
UNITED STATES	MURRAY	REGISTERED	73/011,600	01/23/1974	998,564	11/19/1974	Kellogg North America Company	030 - Bakery products - namely, biscuits
UNITED STATES	MURRAY SUGAR FREE	REGISTERED	77/672,553	2/18/2009	3,663,652	8/4/2009	Kellogg North America Company	030 - Cookies
UNITED STATES	TAFFY	REGISTERED	75/385,336	11/5/1997	2,187,918	9/8/1998	Kellogg North America Company	030 - cookies
UNITED STATES	TAGALONGS	REGISTERED	74/559,100	2/16/1993	1,817,034	1/18/1994	Kellogg North America Company	030 - cookies
UNITED STATES	TAGALONGS	REGISTERED	65/675,014	7/12/2012	4,306,827	3/19/2013	Kellogg North America Company	030 - Granola-based snack bars; Ready to eat, cereal derived food bars
UNITED STATES	THANK U BERRY MUNCH	REGISTERED	84/560,449	3/5/2012	4,323,059	4/23/2013	Kellogg North America Company	030 - Cookies
UNITED STATES	THE ORIGINAL CIRCUS ANIMALS	REGISTERED	75/459,646	3/31/1998	2,601,388	7/30/2002	Kellogg North America Company	030 - cookies

[Handwritten signature]

Country	Mark With Image	Status	Application No.	File Date	Registration No.	Registration Date	Owner Name	Goods/Services
UNITED STATES	THE ORIGINAL CIRCUS ANIMAL COOKIES	REGISTERED	75/459,942	3/31/1998	2,293,597	11/16/1999	Kellogg North America Company	030 - Cookies
UNITED STATES	TOFFEE-TASTIC	REGISTERED	86/354,736	8/1/2014	4,819,418	9/22/2015	Kellogg North America Company	030 - Cookies
UNITED STATES	VIENNA CREMES	REGISTERED	75/617,745	1/11/1999	2,333,807	2/29/2000	Kellogg North America Company	030 - cookies
UNITED STATES	VIENNA FINGERS	REGISTERED	79/704,924	1/11/1988	1,559,165	10/3/1989	Kellogg North America Company	030 - Cookies
UNITED STATES	WALLY AMOS	REGISTERED	86/577,607	3/26/2015	4,845,439	11/3/2015	Famous Amos Chocolate Chip Cookie Company L.L.C.	030 - Cookies
UNITED STATES	TRULY YOU	ALLOWED	87/633,312	10/4/2017			Kellogg North America Company	30 - Cookies
UNITED STATES	KEEBLER WHOOPSY! FUDGE STRIPES	ALLOWED	87/879,909	4/17/2018			Kellogg North America Company	30 - Cookies
UNITED STATES	FRUIT HARVEST	PUBLISHED	87/944,357	6/1/2018			Kellogg North America Company	30 - Cookies
UNITED STATES	LEM-FAM	PENDING	88/024,183	7/3/2018			Kellogg North America Company	30 - Cookies
UNITED STATES	POSITIVELY LEMON	PENDING	88/024,193	7/3/2018			Kellogg North America Company	30 - Cookies
UNITED STATES	LEMON BRIGHTS	PENDING	88/024,189	7/3/2018			Kellogg North America Company	30 - Cookies
UNITED STATES	Hollow Tree & Shield Design	REGISTERED	73/403,184	11/19/1982	1,274,495	04/17/1984	Kellogg North America Company	030 - Edible Food Containers-Namely Pie Crusts
PUERTO RICO	EL DUENDE	REGISTERED	80054	4/18/2012	202501	4/21/2015	Keebler Company	30 - Cookies
PUERTO RICO	KEEBLER	REGISTERED	7228	8/5/1948	7228	2/4/1949	Keebler Company	30 - Crackers, cookies, wafers, and bakery products
UNITED STATES	READY CRUST	REGISTERED	74/542,917	6/27/1994	1,961,052	3/5/1996	Kellogg North America Company	030 - pre-formed pie crusts
UNITED STATES	READY-CRUST	REGISTERED	72/437,648	10/06/1972	985,592	6/4/1974	Kellogg North America Company	030 - Pre-formed pie crusts adapted to be sold

Country	Mark With Image	Status	Application No.	File Date	Registration No.	Registration Date	Owner Name	Goods/Services
UNITED STATES	Boy & Cone Design 	REGISTERED	75/682,520	4/14/1999	2,470,301	7/17/2001	Kellogg North America Company	in refrigerated or un-refrigerated condition 030 - Ice cream cones
UNITED STATES	Girl & Cone Design 	REGISTERED	76/196,780	1/19/2001	2,506,826	11/13/2001	Kellogg North America Company	030 - ice cream cones
UNITED STATES	HONEY-ROLL	REGISTERED	72/058,307	9/3/1958	682,989	8/4/1959	Kellogg North America Company	030 - Unfilled ice cream cones
UNITED STATES	DUBLE HEDER	REGISTERED	71/614,885	6/7/1951	573,143	4/14/1953	Kellogg North America Company	030 - Ice cream cones
UNITED STATES	TAKE-OUT	REGISTERED	72/018,959	11/8/1956	688,061	11/10/1959	Kellogg North America Company	030 - Ice cream cones
UNITED STATES	EAT-IT-ALL	REGISTERED	71/578,607	5/11/1949	560,074	6/17/1952	Kellogg North America Company	30 - Edible pastry cups

Handwritten marks:
A scribble on the left and a large '6' on the right.

Copyrights

Country	Registration No.	Registration Date	Title	Claimant
UNITED STATES	TX0005280909	9/22/2000	Casual holiday entertaining with Keebler crackers	Keebler Company
UNITED STATES	PA0000078553	8/4/1980	Getting warm	Keebler Company
UNITED STATES	PA0000265706	2/2/1981	Hollow tree song	Keebler Company
UNITED STATES	PA0000145692	7/21/1982	A Minute saved is money earned	Keebler Company
UNITED STATES	PA0000204671	12/16/1983	Telling it like it is	Keebler Company

[Handwritten marks]

Domain Names

Internet Properties

Domain Name	Brand	Extension	Whois Status (GDPR)	Country	Registration Date	Registry Expiry Date	Paid Until Date	Business Unit	Status
chipsdeluxe.com	Keebler	com	Public	gTLD	10-Jul-2001	10-Jul-2019	10-Jul-2019	KNA - Kellogg North America - PO	Active
chipsdeluxecoookies.com	keebler	com	Public	gTLD	27-Apr-2001	27-Apr-2019	27-Apr-2019	KNA - Kellogg North America - PO	Active
elfudge.com	Keebler	com	Public	gTLD	19-Apr-2002	19-Apr-2019	19-Apr-2019	KNA - Kellogg North America - PO	Active
famousamos.com		com	Public	gTLD	19-Mar-1999	19-Mar-2019	19-Mar-2019	KNA - Kellogg North America - PO	Active
famousamos.adult		adult	Extension N/A	gTLD	29-Apr-2015	29-Apr-2021	29-Apr-2021	KNA - Kellogg North America - PO	Active
famousamos.com		com	Public	gTLD	24-Nov-2001	24-Nov-2019	24-Nov-2019	KNA - Kellogg North America - PO	Active
famousamos.porn		porn	Extension N/A	gTLD	29-Apr-2015	29-Apr-2021	29-Apr-2021	KNA - Kellogg North America - PO	Active
fudgeshoppe.com	Keebler	com	Public	gTLD	01-Sep-2002	01-Sep-2019	01-Sep-2019	KNA - Kellogg North America - PO	Active
keebler.adult		adult	Extension N/A	gTLD	29-Apr-2015	29-Apr-2021	29-Apr-2021	KNA - Kellogg North America - PO	Active
keebler.app		app	Extension N/A	gTLD	05-Jul-2018	05-Jul-2019	05-Jul-2019	KNA - Kellogg North America - PO	Active
keebler.com		com	Public	gTLD	18-May-1995	19-May-2026	19-May-2026	KNA - Kellogg North America - PO	Active
keebler.org		org	Extension N/A	gTLD	04-May-2001	04-May-2019	04-May-2019	KNA - Kellogg North America - PO	Active
keebler.porn		porn	Extension N/A	gTLD	29-Apr-2015	29-Apr-2021	29-Apr-2021	KNA - Kellogg North America - PO	Active
keebler.us		us	Extension N/A	UNITED STATES	25-Apr-2002	24-Apr-2019	24-Apr-2019	KNA - Kellogg North America - PO	Active
keeblercookies.com	Keebler	com	Public	gTLD	02-Oct-2003	02-Oct-2019	02-Oct-2019	KNA - Kellogg North America - PO	Active
keeblerrelives.com	Keebler	com	Public	gTLD	19-Apr-2002	19-Apr-2019	19-Apr-2019	KNA - Kellogg North America - PO	Active
keebleringredients.com	Keebler	com	Public	gTLD	23-Oct-2002	23-Oct-2019	23-Oct-2019	KNA - Kellogg North America - PO	Active
mothers.adult		adult	Extension N/A	gTLD	29-Apr-2015	29-Apr-2021	29-Apr-2021	KNA - Kellogg North America - PO	Active
mothers.porn		porn	Extension N/A	gTLD	29-Apr-2015	29-Apr-2021	29-Apr-2021	KNA - Kellogg North America - PO	Active
motherscookies.com	Kellogg	com	Public	gTLD	08-Nov-1995	07-Nov-2019	07-Nov-2019	KNA - Kellogg North America - PO	Active
murraycookies.com	Murray	com	Public	gTLD	21-Dec-2005	21-Dec-2019	21-Dec-2019	KNA - Kellogg North America - PO	Active
murrayfoods.com	Murray	com	Public	gTLD	15-Nov-2005	15-Nov-2019	15-Nov-2019	KNA - Kellogg North America - PO	Active
murraystuffed.com	Murray	com	Public	gTLD	17-Mar-1999	17-Mar-2019	17-Mar-2019	KNA - Kellogg North America - PO	Active
mykeebler.com	Keebler	com	Public	gTLD	24-Apr-2000	24-Apr-2019	24-Apr-2019	KNA - Kellogg North America - PO	Active
readytust.com	Keebler	com	Public	gTLD	04-Dec-1997	03-Dec-2019	03-Dec-2019	Global - PO 4800140556	Active
tinydoornproject.com	Keebler	com	Public	gTLD	03-Jul-2013	03-Jul-2019	03-Jul-2019	KNA - Kellogg North America - PO	Active
littlebrowniebakers.com	LBB	com	Public	gTLD	09-Apr-1998	23-Jul-2020	23-Jul-2020	Global - PO 4800140556	Active
littlebrownie.com	LBB	com	Public	gTLD	09-Dec-1999	09-Dec-2019	09-Dec-2019	KNA - Kellogg North America - PO	Active
hollowtree.com	Keebler	com	Public	gTLD	29-Jun-2003	29-Jun-2020	29-Jun-2020	Kellogg North America	Active
keebleripz.com	Keebler	com	Public	gTLD	13-Apr-2005	13-Apr-2020	13-Apr-2020	Kellogg North America	Active
keeblercoupons.com	Keebler	com	Public	gTLD	02-Dec-2015	02-Dec-2019	02-Dec-2019	Kellogg North America	Active
sandiscookies.com	Keebler	com	Public	gTLD	27-Apr-2001	27-Apr-2020	27-Apr-2020	Kellogg North America	Active
simplymadecookies.com	Keebler	com	Public	gTLD	12-Jul-2017	12-Jul-2020	12-Jul-2020	Kellogg North America	Active
thehollowtree.com	Keebler	com	Public	gTLD	23-May-2001	23-May-2020	23-May-2020	Kellogg North America	Active
keeblercookie.com	LBB	com	Public	gTLD	10-Jan-2020	10-Jan-2020	10-Jan-2020	Kellogg North America	Active
lbb2.com	LBB	com	Public	gTLD	19-Nov-2019	19-Nov-2019	19-Nov-2019	Kellogg North America	Active
lbbmain.com	LBB	com	Public	gTLD	04-Feb-2008	04-Feb-2020	04-Feb-2020	Kellogg North America	Active
littlebrowniebaker.com	LBB	com	Public	gTLD	28-Feb-2003	28-Feb-2020	28-Feb-2020	Kellogg North America	Active

Active

Kellogg North America

07-Apr-2020

07-Apr-2020

07-Apr-2017

.BTL

Public

.com

.LBB

mycoskeiffriend.com

6
M

Social Media & Email Assets

Vanity String	Media Site	Vanity URL	Account Name
Keebler	YouTube	Tiny Door Project	Kellogg Company
KelloggsKeebler	YouTube	Kellogg's Keebler	Kellogg Company
Tinydoorproject	Twitter	https://twitter.com/tinydoorproject	Kellogg Company
Tinydoorproject	Tumblr	http://tinydoorproject.tumblr.com/	Kellogg Company
Tinydoorproject	Pinterest	https://www.pinterest.com/tinydoorproject/	Kellogg Company
Tinydoorproject	Instagram	https://instagram.com/tinydoorproject/	Kellogg Company
@KeeblerElves	Twitter	https://twitter.com/keeblerelves?lang=en	Keebler Masterbrand
KeeblerElves2016@gmail.com	YouTube	(various)	Keebler Masterbrand
Keebler	Pinterest	https://www.pinterest.com/keebler	Keebler Masterbrand
@KeeblerElves	Instagram	https://www.instagram.com/keeblerelves/	Keebler Masterbrand
KeeblerElves2015@gmail.com	Gmail	KeeblerElves2015@gmail.com	Keebler
kelloggskeebler@gmail.com	Gmail	kelloggskeebler@gmail.com	Keebler

m
L

Little Brownie Bakers Social Assets

Samosas@ Facebook Page: <https://www.facebook.com/SamosasCookies/>

Vanity String: @SamosasCookies

Twitter: <https://twitter.com/SamosasCookies>

Vanity String: @SamosasCookies

Instagram: https://www.instagram.com/samosas_cookies/

Vanity String: @samosas_cookies

YouTube: <https://www.youtube.com/user/LittleBrownieBakers>

Pinterest: <https://www.pinterest.com/lbbakers/?eq=Little%20Bro&etslf=4389>

Blog: <http://blog.littlebrowniebakers.com/>

Website: <http://www.littlebrowniebakers.com/>

W
B