

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM618971

<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>
Primal Nutrition, LLC		01/01/2020	Limited Liability Company:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Kraft Foods Group Brands LLC		
<b>Street Address:</b>	200 East Randolph Street		
<b>City:</b>	Chicago		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60601		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 19</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5466415	COLLAGEN FUEL	
<b>Registration Number:</b>	5822170	COLLAGEN FUEL	
<b>Registration Number:</b>	2171144	DAMAGE CONTROL	
<b>Serial Number:</b>	87546067	EAT LIKE YOUR LIFE DEPENDS ON IT	
<b>Serial Number:</b>	87671019	EAT LIKE YOUR LIFE DEPENDS ON IT	
<b>Registration Number:</b>	4453869		
<b>Registration Number:</b>	5953669		
<b>Serial Number:</b>	88792312		
<b>Serial Number:</b>	87463052	KETO RESET DIET	
<b>Registration Number:</b>	5069212	LIVE AWESOME	
<b>Registration Number:</b>	4208226	MASTER FORMULA	
<b>Registration Number:</b>	3890494	PRIMAL BLUEPRINT	
<b>Registration Number:</b>	3937143	PRIMAL BLUEPRINT	
<b>Registration Number:</b>	3942256	PRIMAL FUEL	
<b>Registration Number:</b>	5296750	PRIMAL KITCHEN	
<b>Registration Number:</b>	5093019	PRIMAL KITCHEN	
<b>Registration Number:</b>	5610112	PRIMAL KITCHEN	
<b>Registration Number:</b>	5715657	PRIMAL KITCHEN	
<b>Serial Number:</b>	88418292	PRIMAL KITCHEN	

CH \$490.00 5466415

**CORRESPONDENCE DATA****Fax Number:** 4122814148*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:** 412-456-6004**Email:** sally.stodolsky@kraftheinz.com**Correspondent Name:** Sabrina J. Hudson**Address Line 1:** One PPG Place**Address Line 4:** Pittsburgh, PENNSYLVANIA 15222

<b>NAME OF SUBMITTER:</b>	Sabrina J. Hudson
<b>SIGNATURE:</b>	/Sabrina J. Hudson/
<b>DATE SIGNED:</b>	01/07/2021

**Total Attachments: 9**

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## TRADEMARK ASSIGNMENT

This Trademark Assignment is made effective as of January 1, 2020, by and between Primal Nutrition, LLC ("ASSIGNOR") and Kraft Foods Group Brands LLC ("ASSIGNEE").

### RECITALS

WHEREAS, ASSIGNOR, a Delaware limited liability company, located at 1641 S. Rose Ave., Oxnard, California 93033 ("ASSIGNOR") owns the trademark and copyright applications/registrations set forth in Schedule A, as well as any associated unregistered common law trademarks, trade dress, copyrights and label designs and any associated trade secrets e.g., recipes (collectively, the "Intellectual Property");

WHEREAS, ASSIGNOR is a party to an Intellectual Property License Agreement dated April 2017 and a Name and Likeness Rights Agreement dated November 28, 2018 ("Agreements"), attached as Schedule B; and

WHEREAS, ASSIGNEE, a Delaware limited liability company, located at 200 East Randolph Street, Chicago, Illinois 60601 ("ASSIGNEE") is desirous of acquiring all ASSIGNOR's right, title and interest in and to the Intellectual Property, including the portion of the business to which the Intellectual Property pertains and the goodwill of the business connected with the use thereof and symbolized thereby, and the Agreements;

NOW, THEREFORE, for the sum of U.S. Ten Dollars (U.S. \$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the ASSIGNOR does hereby assign, and transfer all its rights, title and interest in and to the Intellectual Property, together with the portion of the business to which the Intellectual Property pertains, and the goodwill of the business connected with the use of and symbolized by the Intellectual Property, and the Agreements to ASSIGNEE.

ASSIGNOR agrees to execute any and all additional documents that may be necessary from time to time to protect and record title to the Intellectual Property and Agreements to ASSIGNEE and to carry out the intent of this assignment.

[signatures provided on next page]

ASSIGNOR

Primal Nutrition, LLC

By: [Signature]

Name: Sabrina J. Hudson

Title: Deputy General Counsel

ASSIGNEE

Kraft Foods Group Brands LLC

By: [Signature]

Name: Sabrina J. Hudson

Title: Deputy General Counsel

*I/We have the authority to bind the corporation.*

ASSIGNOR WITNESSES

Witness 1: [Signature]  
Name: TAD THAYER

Witness 2: [Signature]  
Name: Julie Groetsch

ASSIGNEE WITNESSES


Witness 1: [Signature]  
Name: TAD THAYER

Witness 2: [Signature]  
Name: Julie Groetsch


**SCHEDULE A**

<i>Trademark</i>	<i>Country</i>	<i>Status</i>	<i>App. Date</i>	<i>App. No</i>	<i>Reg. Date</i>	<i>Reg. No.</i>	<i>Classes</i>
COLLAGEN FUEL	Australia	Registered	16 Jan 2017	1820641	16 Jan 2017	1820641	5, 29, 30
COLLAGEN FUEL	Canada	Pending	20 Jan 2017	1819050			
COLLAGEN FUEL	EUTM	Registered	12 Jan 2017	016245839	15 Jun 2017	016245839	5, 29, 30
COLLAGEN FUEL	USA	Registered	6 Oct 2016	87975758	8 May 2018	5466415	5, 29, 32
COLLAGEN FUEL	USA	Registered	6 Oct 2016	87195592	30 Jul 2019	5822170	30
DAMAGE CONTROL	USA	Registered	29 Apr 1997	75283736	7 Jul 1998	2171144	5
EAT LIKE YOUR LIFE DEPENDS ON IT	USA	Pending	27 Jul 2017	87546067			5, 29, 30
EAT LIKE YOUR LIFE DEPENDS ON IT AND ARROW DESIGN	USA	Pending	3 Nov 2017	87671019			5, 29, 30
GROK LOGO 	USA	Registered	20 Mar 2013	85881790	24 Dec 2013	4453869	25

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GROK LOGO		USA	Registered	16 May 2013	88433191	7 Jan 2020	5953669	5, 29, 30
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GROK LOGO		USA	Pending	11 Feb 2020	88792312			29, 30
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KETO RESET DIET		USA	Pending	24 May 2017	87463052			9, 16, 41
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LIVE AWESOME		USA	Registered	20 Oct 2014	86428884	25 Oct 2016	5069212	5, 30, 44
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MASTER FORMULA		USA	Registered	17 Aug 2001	78079899	18 Sep 2012	4208226	5
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PRIMAL BLUEPRINT		EUTM	Registered	14 Mar 2012	10724581	13 Aug 2012	10724581	9, 16, 41
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PRIMAL BLUEPRINT		EUTM	Pending	4 Jun 2020	018248449			5
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PRIMAL BLUEPRINT		India	Registered	28 Mar 2012	2306925	28 Mar 2012	2306925	9, 16, 41
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PRIMAL BLUEPRINT		United Kingdom	Pending	4 Jun 2020	3496872			5
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PRIMAL  
BLUEPRINT USA Registered 19 Dec 2007 77355465 14 Dec 2010 3890494 9, 16

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PRIMAL  
BLUEPRINT  
COPYRIGHT USA Registered TX0007802332

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PRIMAL  
BLUEPRINT  
COPYRIGHT USA Registered 1 Jan 2009 TX0007724756

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PRIMAL  
BLUEPRINT  
UPDATED &  
EXPANDED  
COPYRIGHT USA Registered 1 Jan 2012 TX0007723642


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PRIMAL  
BLUEPRINT 21 DAY  
TOTAL BODY  
TRANSFORMATION  
COPYRIGHT USA Registered 1 Jan 2011 TX0007724758

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PRIMAL  
BLUEPRINT  
90 -DAY  
JOURNAL  
COPYRIGHT USA Registered 1 Jan 2012 TX0007728649

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PRIMAL  
BLUEPRINT  
AND  
DESIGN  USA Registered 10 Jun 2010 85059994 29 Mar 2011 3937143 41, 44

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PRIMAL  
BLUEPRINT  
COOKBOOK  
COPYRIGHT USA Registered 1 Jan 2010 TX0007728576

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PRIMAL  
BLUEPRINT  
GROK  
LOGO  
COPYRIGHT

USA

Registered

20 Mar 2013 VA1-878219

PRIMAL  
BLUEPRINT  
HEALTHY  
SAUCES,  
DRESSINGS  
&  
TOPPINGS  
COPYRIGHT

USA

Registered

1 Jan 2012 TX0007724762

PRIMAL  
BLUEPRINT  
QUICK &  
EASY  
MEALS  
COPYRIGHT

USA

Registered

1 Jan 2011 TX0007724760

PRIMAL  
CONNECTION  
COPYRIGHT

USA

Registered

1 Jan 2013 TX0007724765

PRIMAL  
FUEL

USA

Registered

7 Jun 2010

85065854

5 Apr 2011

3942256

5

PRIMAL  
KITCHEN

Australia

Registered

23 May 2016 1772369

23 May 2016

1772369

5, 29, 30, 43

PRIMAL  
KITCHEN

Canada

Pending

24 May 2016 1783786

5, 29, 30

PRIMAL  
KITCHEN

China

Registered

3 Aug 2016 20855160

28 Sep 2017 20855160

5



PRIMAL KITCHEN	China	Registered	3 Aug 2016	20855159	28 Sep 2017	20855159	29
PRIMAL KITCHEN	China	Registered	3 Aug 2016	20855158	28 Sep 2017	20855158	30
PRIMAL KITCHEN	EUTM	Registered	4 Jun 2014	012935417	18 Dec 2014	012935417	29, 30
PRIMAL KITCHEN	EUTM	Registered	9 May 2016	015417835	30 Sep 2016	015417835	43
PRIMAL KITCHEN	India	Registered	10 Aug 2016	3334241-IN	27 Sep 2018	3334241-IN	5, 29, 30, 43
PRIMAL KITCHEN	Japan	Registered	10 Aug 2016	2016-087210	22 Dec 2017	6006919	5, 29, 30, 43
PRIMAL KITCHEN	USA	Registered	17 Nov 2014	86456726	26 Sep 2017	5296750	43
PRIMAL KITCHEN	USA	Registered	20 Dec 2013	86979980	29 Nov 2016	5093019	5, 46
PRIMAL KITCHEN	USA	Registered	16 Jan 2018	87757455	20 Nov 2018	5610112	5, 29
PRIMAL KITCHEN	USA	Registered	20 Dec 2013	86150072	2 Apr 2019	5715657	29, 30
PRIMAL KITCHEN	USA	Pending	7 May 2019	88418292			29, 30

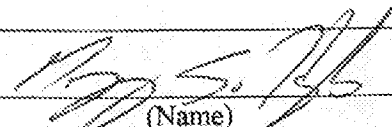


NOTARIAL AFFIDAVIT

COMMONWEALTH OF PENNSYLVANIA )  
 ) SS:  
COUNTY OF ALLEGHENY )

I CERTIFY that the attached Trademark Assignment document reflects the original authentic signature of Sabrina J. Hudson, Deputy General Counsel of Kraft Foods Group Brands LLC ("ASSIGNEE").

I hereto set my hand and official seal on this 23 day of September 2020.

Notary Public:   
(Name)

My Commission Expires: 10/06/2023

Commonwealth of Pennsylvania - Notary Seal  
Gregory S. Hughes, Notary Public  
Allegheny County  
My commission expires October 6, 2023  
Commission number 1293713  
Member, Pennsylvania Association of Notaries