

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM632884

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Shefet Sarid		03/17/2021	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Improved Nature, LLC		
Street Address:	101 Vandora Springs Road		
City:	Garner		
State/Country:	NORTH CAROLINA		
Postal Code:	27529		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 11			
Property Type	Number	Word Mark	
Serial Number:	88923040	NATURE'S PRIME	
Registration Number:	6216387	BETTER PROTEIN FOR A BETTER PLANET	
Registration Number:	4577348	NATURE TO GO	
Registration Number:	4832357	JERKY TRAIL	
Registration Number:	4785900	TASTES LIKE PORK	
Registration Number:	4842884	TASTES LIKE BEEF	
Registration Number:	4785899	TASTES LIKE CHICKEN	
Registration Number:	4785901	TASTES LIKE TURKEY	
Registration Number:	4790534	TASTE THE SIMILARITY	
Registration Number:	4725338	IMPROVED NATURE	
Registration Number:	4670785	BEEF JERKY & TRAIL MIX, TOGETHER AT LAST	
CORRESPONDENCE DATA			
Fax Number:	6508152601		
<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:	6508152600		
Email:	svtmdocketing@sheppardmullin.com		
Correspondent Name:	Chelseaa Bush c/o Sheppard Mullin et al		
Address Line 1:	379 Lytton Avenue		
Address Line 4:	Palo Alto, CALIFORNIA 94301		

CH \$290.00 88923040

TRADEMARK

ATTORNEY DOCKET NUMBER:	77AZ-330363
NAME OF SUBMITTER:	Chelseaa Bush
SIGNATURE:	/ChelseaaBush/
DATE SIGNED:	03/18/2021
Total Attachments: 2 source=IMPROVED NATURE assignment#page1.tif source=IMPROVED NATURE assignment#page2.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is made by and between Shefet Sarid, a U.S. individual, having an address at 200 Longbridge Dr., Cary, North Carolina 27518 ("Assignor"), and Improved Nature, LLC, a Delaware limited liability company, having an address at 101 Vandora Springs Road, Garner, North Carolina 27529 ("Assignee").

WHEREAS, Assignor is the owner of the trademarks and associated United States trademark applications and registrations listed in Exhibit A (the "Assignor Trademarks"); and

WHEREAS, Assignee is desirous of acquiring the Assignor Trademarks thereof as successor-in-interest to the business pertaining to the Assignor Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby transfer and assign to Assignee all of its right, title, and interest in and to the Assignor Trademarks, together with the goodwill of the business symbolized by the Assignor Trademarks, including the right to recover for damages and profits for past infringements of the Assignor Trademarks.

SHEFET SARID

By: 

Title: Individual

Date: 3/17, 2021

EXHIBIT A

MARK	COUNTRY	FILING DATE	APPLICATION NO./REGISTRATION NO.	STATUS
NATURE'S PRIME	U.S.A.	May 19, 2020	88923040	Pending
BETTER PROTEIN FOR A BETTER PLANET	U.S.A.	May 19, 2020	6216387	Registered
NATURE TO GO	U.S.A.	July 9, 2013	4577348	Registered
JERKY TRAIL	U.S.A.	July 9, 2013	4832357	Registered
TASTES LIKE PORK	U.S.A.	January 20, 2015	4785900	Registered
TASTES LIKE BEEF	U.S.A.	January 20, 2015	4842884	Registered
TASTES LIKE CHICKEN	U.S.A.	January 20, 2015	4785899	Registered
TASTES LIKE TURKEY	U.S.A.	January 20, 2015	4785901	Registered
TASTE THE SIMILARITY	U.S.A.	January 6, 2015	4790534	Registered
IMPROVED NATURE	U.S.A.	May 23, 2014	4725338	Registered
BEEF JERKY & TRAIL MIX, TOGETHER AT LAST!	U.S.A.	May 23, 2014	4670785	Registered