

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2



ETAS ID: TM644723

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Newman's Own Foundation		04/29/2021	Non-Profit Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	No Limit, LLC		
Street Address:	One Morningside Drive North		
City:	Westport		
State/Country:	CONNECTICUT		
Postal Code:	06880		
Entity Type:	Limited Liability Company: CONNECTICUT		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	5936259		
Registration Number:	5475891	LIVING PHILANTHROPY	
Registration Number:	3663335	NEWMAN'S OWN	
Registration Number:	3700073	NO! NEWMAN'S OWN FOUNDATION	
CORRESPONDENCE DATA			
Fax Number:			
<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:	4048156140		
Email:	miskowitz@ktslaw.com		
Correspondent Name:	Mark Iskowitz, Kilpatrick Townsend		
Address Line 1:	1100 Peachtree Street, NE Suite 2800		
Address Line 4:	Atlanta, GEORGIA 30309-4528		
NAME OF SUBMITTER:	Mark Iskowitz, Kilpatrick Townsend		
SIGNATURE:	/mji/		
DATE SIGNED:	05/06/2021		
Total Attachments: 2			
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source=2021-04-29 Assignment of Trademarks from NOF to NOL#page2.tif			

OP \$115.00 5936259

ASSIGNMENT OF MARKS AND REGISTRATIONS

WHEREAS, Newman's Own Foundation, a Delaware non-profit corporation with an address of One Morningside Drive North, Westport, Connecticut 06880 ("Assignor"), owns the following service marks (the "Marks") and registrations in the U.S. Patent and Trademark Office (the "Registrations"):

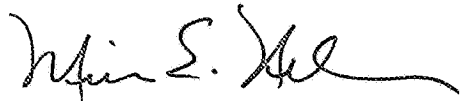
Country	Mark	Serial No. Filing Date	Reg. No. Reg. Date	Class/Identification of Services
USA	CHERUB DESIGN 	88419518 May 7, 2019	5936259 Dec 17, 2019	36 Charitable foundation services, namely, providing financial assistance for programs and services of others.
USA	LIVING PHILANTHROPY	86715127 Aug 5, 2015	5475891 May 22, 2018	36 Charitable services, namely, providing grants to support third party educational and charitable organizations and causes.
USA	NEWMAN'S OWN	77655278 Jan 23, 2009	3663335 Aug 4, 2009	36 Charitable services, namely, providing grants to support third party educational and charitable organizations and causes.
USA	NO! NEWMAN'S OWN FOUNDATION (and design) 	77538994 Aug 5, 2008	3700073 Oct 20, 2009	36 Charitable services, namely, providing grants to support third party educational and charitable organizations and causes.

and

WHEREAS, No Limit, LLC, a Connecticut limited liability company with an address of One Morningside Drive North, Westport, Connecticut 06880 ("Assignee"), desires to acquire the rights to the Marks, to the goodwill associated with the Marks, and to the Registrations;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which are acknowledged, Assignor assigns, transfers, and conveys to Assignee the entire right, title, interest in and to the Marks and Registrations in the United States and all other jurisdictions, together with the goodwill of the business associated with and symbolized by the Marks (including, without limitation, any priority right arising from the Marks and any causes of action arising from violations of rights to the Marks).

IN WITNESS HEREOF, the ASSIGNOR has executed and delivered this instrument this 29th day of April, 2021.

A handwritten signature in black ink, appearing to read "Miriam S. Nelson", written over a horizontal line.

Miriam Nelson
President & Chief Executive Officer
Newman's Own Foundation
One Morningside Drive North
Westport, Connecticut 06880