

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM661875

|                              |  |
|------------------------------|--|
| <b>SUBMISSION TYPE:</b>      | NEW ASSIGNMENT                                     |
| <b>NATURE OF CONVEYANCE:</b> | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL |
| <b>SEQUENCE:</b>             | 3  |

## CONVEYING PARTY DATA

| Name                                       | Formerly | Execution Date | Entity Type                |
|--|----------|----------------|----------------------------|
| Heartland Pet Food Manufacturing Iowa, LLC |          | 07/22/2021     | Limited Liability Company: |

## RECEIVING PARTY DATA

|                        |                            |
|------------------------|----------------------------|
| <b>Name:</b>           | Blue Buffalo Company, Ltd. |
| <b>Street Address:</b> | 11 River Road              |
| <b>City:</b>           | Wilton                     |
| <b>State/Country:</b>  | CONNECTICUT                |
| <b>Postal Code:</b>    | 06897                      |
| <b>Entity Type:</b>    | Corporation: DELAWARE      |

## PROPERTY NUMBERS Total: 11

| Property Type  | Number   | Word Mark          |
|----------------|----------|--------------------|
| Serial Number: | 85137414 | NUDGES             |
| Serial Number: | 85778285 | TOP CHEWS          |
| Serial Number: | 87120223 | TRUE CHEWS         |
| Serial Number: | 87732335 | TOP CHEWS NATURALS |
| Serial Number: | 87766279 | TRUE CHEWS         |
| Serial Number: | 87922333 | MEAL MAKERS        |
| Serial Number: | 88568801 | NUDGES             |
| Serial Number: | 88704933 | TRUE MEALS         |
| Serial Number: | 90136422 | KINDRED            |
| Serial Number: | 90469652 | THE ANSWER IS TRUE |
| Serial Number: | 90540758 | TRUE FRESH         |

## CORRESPONDENCE DATA

Fax Number: 7637642268

*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: 763-764-6310

Email: Trade.marks@genmills.com

Correspondent Name: Alexandria M. Christian

TRADEMARK

**Address Line 1:** Number One General Mills Blvd.  
**Address Line 4:** Minneapolis, MINNESOTA 55426

**ATTORNEY DOCKET NUMBER:** 83000ASS01

**NAME OF SUBMITTER:** Tiffany Larson

**SIGNATURE:** /Tiffany K Larson/

**DATE SIGNED:** 07/22/2021

**Total Attachments: 2**

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US TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made this 22 day of July, 2021 by and between Heartland Pet Food Manufacturing Iowa, LLC, a limited liability company duly organized and existing under the laws of Delaware, having a place of business at, 11 River Road, Wilton, Connecticut 06897 ("Assignor"), and Blue Buffalo Company, Ltd., a corporation duly organized and existing under the laws of Delaware, having a place of business at, 11 River Road, Wilton, Connecticut 06897 ("Assignee").

WHEREAS, Assignor is the owner of the trademarks identified on the attached Schedule A (the "Trademarks");

WHEREAS, Assignor, desires to assign the Trademarks to Assignee, and Assignee desires to acquire the Trademarks from Assignor;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized thereby, the registrations identified on Schedule A, the applications, renewals and other rights associated therewith and all remedies against infringements, violations and dilutions thereof.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be duly executed as of the date first written above.

HEARTLAND PET FOOD  
MANUFACTURING IOWA, LLC

*[Handwritten Signature]*

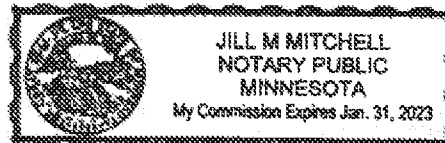
By: William D Miller  
Title: Chief Intellectual Property Counsel

STATE OF MINNESOTA     )  
  ) ss.  
COUNTY OF HENNEPIN    )

On this 22 day of July, 2021, before me, a Notary Public within and for said County, personally appeared William D Miller, to me known to be the person described in and who executed the foregoing instrument and acknowledged that he executed the same as he free act and deed.

Seal:

*[Handwritten Signature]*  
Notary Public



**SCHEDULE A**

| <b>TRADEMARK</b>   | <b>COUNTRY</b>           | <b>APP. NO.</b> | <b>REG. NO.</b> | <b>CLASS(ES)</b> | <b>STATUS</b> |
|--------------------|--------------------------|-----------------|-----------------|------------------|---------------|
| KINDRED            | United States of America | 90136422        |                 | 31               | Pending       |
| MEAL MAKERS        | United States of America | 87922333        | 5863885         | 31               | Registered    |
| NUDGES             | United States of America | 85137414        | 4043180         | 31               | Registered    |
| NUDGES             | United States of America | 88568801        |                 | 31               | Pending       |
| THE ANSWER IS TRUE | United States of America | 90469652        |                 | 31               | Pending       |
| TOP CHEWS          | United States of America | 85778285        | 4442547         | 31               | Registered    |
| TOP CHEWS NATURALS | United States of America | 87732335        | 5984977         | 31               | Registered    |
| TRUE CHEWS         | United States of America | 87120223        | 5155893         | 31               | Registered    |
| TRUE CHEWS         | United States of America | 87766279        | 5829622         | 31               | Registered    |
| TRUE FRESH         | United States of America | 90540758        |                 | 31               | Pending       |
| TRUE MEALS         | United States of America | 88704933        |                 | 31               | Pending       |