

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM661885

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
<b>SEQUENCE:</b>	4

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Blue Buffalo Company, Ltd.		07/22/2021	Corporation:

## RECEIVING PARTY DATA

<b>Name:</b>	Blue Buffalo Enterprises, Inc.
<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

Address Line 1: Number One General Mills Blvd.

TRADEMARK

<b>Address Line 4:</b>	Minneapolis, MINNESOTA 55426
<b>ATTORNEY DOCKET NUMBER:</b>	83000ASS02
<b>NAME OF SUBMITTER:</b>	Tiffany Larson
<b>SIGNATURE:</b>	/Tiffany K Larson/
<b>DATE SIGNED:</b>	07/22/2021
<b>Total Attachments: 2</b> source=83000ASS02 Trademark Assignment to BBE - US#page1.tif source=83000ASS02 Trademark Assignment to BBE - US#page2.tif	

US TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made this 22 day of July, 2021 by and between 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 ("Assignor"), and Blue Buffalo Enterprises, Inc., 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.

BLUE BUFFALO COMPANY, LTD.

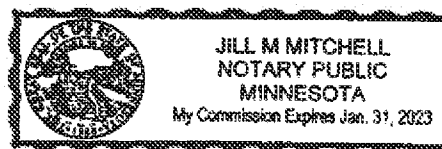
*Trevor V Gunderson*  
By: Trevor V Gunderson  
Title: Director

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 Trevor V Gunderson, 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:

*Jill M Mitchell*  
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