

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM675927

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Moo Partners, L.P.		09/21/2021	Limited Partnership: DELAWARE
RECEIVING PARTY DATA			
Name:	Blue Bell Creameries, L.P.		
Street Address:	1101 South Blue Bell Road		
City:	Brenham		
State/Country:	TEXAS		
Postal Code:	77833		
Entity Type:	Limited Partnership: DELAWARE		
PROPERTY NUMBERS Total: 11			
Property Type	Number	Word Mark	
Registration Number:	3285654	BLUE BELL ICE CREAM THE ORIGINAL HOMEMAD	
Registration Number:	1592206	BIG SHOT	
Registration Number:	1971127	BLAST FUDGE FROZEN DESSERT	
Registration Number:	0972517	BLUE BELL	
Registration Number:	2873567	BLUE BELL	
Registration Number:	3221632	BLUE BELL ICE CREAM	
Registration Number:	1321048		
Registration Number:	1144445		
Registration Number:	2614293	MOO-LLENNIUM CRUNCH	
Registration Number:	2090314	MOOO BARS	
Registration Number:	1403325	BLUE BELL ICE CREAM HOMEMADE VANILLA SUP	
CORRESPONDENCE DATA			
Fax Number:	8178789747		
<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:	8178783547		
Email:	cheryl.leb@kellyhart.com		
Correspondent Name:	Cheryl P. Leb		
Address Line 1:	201 Main Street, Suite 2500		

CH \$290.00 3285654

Address Line 4:	Fort Worth, TEXAS 76102
NAME OF SUBMITTER:	Cheryl P. Leb
SIGNATURE:	/Cheryl P. Leb/
DATE SIGNED:	09/22/2021
Total Attachments: 2 source=20210921_172205#page1.tif source=20210921_172205#page2.tif	

TERMINATION OF SECURITY INTEREST IN TRADEMARKS

WHEREAS, Blue Bell Creameries, L.P., a Delaware limited partnership, with its principal place of business at 1101 South Blue Bell, Brenham, Texas 77833 (the "Grantor"), is the owner of record of the trademarks and applications listed on the attached **Exhibit A**, now issued or pending in the United States Patent and Trademark Office (the "Trademarks"); and

WHEREAS, the Grantor entered into that certain Security Agreement (Intellectual Property) dated as of July 9, 2015 (the "Security Agreement"), between the Grantor and MOO Partners, L.P. ("Secured Party"), a true and correct copy of which was recorded by the United States Patent and Trademark Office on July 15, 2015, at Ree1 005573, Frame 0243;

WHEREAS, the Secured Party desires to release its security interest in the Trademarks and terminate the Security Agreement;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Secured Party hereby:

1. Releases and reassigns to the Grantor any and all liens, security interests, right, title and interest of Secured Party pursuant to the Security Agreement in the trademarks and applications more fully described on **Exhibit A**, without recourse or representation or warranty, express or implied; and

2. Authorizes and requests the Commissioner of Patents and Trademarks of the United States of America to note and record the existence of the release hereby given.

IN WITNESS WHEREOF, Secured Party has caused this Termination of Security Interest in Trademarks to be signed by its duly authorized representative as of this 21st day of September, 2021.

MOO PARTNERS, L.P., a Delaware limited partnership

By: MOO Genpar, LLC, its general partner

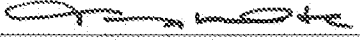
By: 
Thomas W. White, Vice President

EXHIBIT A

SCHEDULE A
TO
SECURITY AGREEMENT

Listed Intellectual Property

BLUE BELL TRADEMARK REGISTRATIONS

U.S. Trademark Registrations	
Reg. No.	Mark
1,592,206	BIG SHOT
1,971,127	FUDGE BLAST FROZEN DESSERT
972,517	BLUE BELL
2,873,567	BLUE BELL
3,221,632	BLUE BELL ICE CREAM
3,285,654	BLUE BELL ICE CREAM THE ORIGINAL HOMEMADE BRAND VANILLA FLAVORED NATURAL AND ARTIFICIAL FLAVOR ADDED
1,321,048	COW AND GIRL IN A CIRCLE
1,144,445	COW AND GIRL LOGO
2,614,293	MOO-LLENNIUM CRUNCH
2,090,314	MOOO BARS
1,403,225	THREE DIMENSIONAL COMPOSITION MARK (HOMEMADE ENTIRE CARTON)

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RECORDED: 07/09/2015

TRADEMARK
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RECORDED: 09/22/2021

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