

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM701383

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
DairyAmerica, Inc.		01/11/2022	Corporation: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	United Dairyman of Arizona		
<b>Street Address:</b>	2008 S Hardy Dr.		
<b>City:</b>	Tempe		
<b>State/Country:</b>	ARIZONA		
<b>Postal Code:</b>	85282		
<b>Entity Type:</b>	Corporation: ARIZONA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	88787787	SIMPLIPURE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Phone:</b>	503-241-2300		
<b>Email:</b>	alexjackson@dwt.com		
<b>Correspondent Name:</b>	Alex Jackson		
<b>Address Line 1:</b>	1300 SW Fifth Avenue, Suite 2400		
<b>Address Line 4:</b>	Portland, WASHINGTON 97201		
<b>ATTORNEY DOCKET NUMBER:</b>	95702-15		
<b>NAME OF SUBMITTER:</b>	Alex Jackson		
<b>SIGNATURE:</b>	/Alexander Jackson/		
<b>DATE SIGNED:</b>	01/11/2022		
<b>Total Attachments: 2</b>			
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source=SIMPLIPURE Trademark Assignment - DairyAmerica to UDA.docx#page2.tif			

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**TRADEMARK ASSIGNMENT**

DAIRYAMERICA, INC., a California corporation (“Assignor”) is the owner of the trademarks and associated trademark applications and registrations listed in Exhibit A (the “Trademarks”).

UNITED DAIRYMAN OF ARIZONA, an Arizona corporation (“Assignee”) with a principal place of business at 2008 S Hardy Dr., Tempe, AZ 85282, is desirous of acquiring said Trademarks.

With regard to the Trademarks pending before the United States Patent and Trademark Office and filed on the basis of Assignor’s bona fide intent to use in commerce in connection with such applied for goods/services but for which allegations of use under 15 U.S.C. §§ 1051 (c) or 1051 (d) have not been filed (“Pending ITU Applications”), the Assignor hereby assigns all rights associated with the Trademarks, as part of the entire business or portion thereof to which the Pending ITU Applications pertain as required by 15 U.S.C. § 1060; and Assignee, as the successor of the ongoing and existing business of Assignor to which the Pending ITU Applications pertain, is interested in acquiring the Trademarks, and all rights associated therewith.

Furthermore, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee, all right, title and interest, including common law rights, in the United States of America and all other countries and jurisdictions of the world in and to the Trademarks, and all other names and marks similar to or based upon the Trademarks; the goodwill of the business associated therewith and symbolized thereby; all registrations and pending applications associated with the Trademarks (including without limitation those listed in Exhibit A); all rights of priority therein in any jurisdiction of the world as may now or hereafter be granted to it by law, treaty or other international convention; and all rights, interests, claims and demands recoverable in law or in equity, that Assignor has or may have in profits and damages for past, present and future infringements thereof, including but not limited to the right to compromise, sue for and collect said profits and damages.

Effective date: 1/11/2022

**DAIRYAMERICA, INC.**

(“Assignor”)

DocuSigned by:  
*Patricia Smith*  
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By: \_\_\_\_\_  
Name: Patricia Smith  
Title: Chief Executive Officer



**UNITED DAIRYMAN OF ARIZONA**

(“Assignee”)

DocuSigned by:  
*Robert Chesler*  
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By: \_\_\_\_\_  
Name: Robert Chesler  
Title: Chief Executive Officer

## EXHIBIT A

MARK	COUNTRY	APP NO. / FILE DATE	REG NO. / REG DATE	GOODS / SERVICES	STATUS
	United States	App No. 88787787  File date: 02/06/2020		Class 01: Powdered lactose for industrial use, including as an ingredient in the production of cosmetics makeup and body washes.  Class 05: Powdered lactose for medical purposes, including as an ingredient in the production of animal feed, hand sanitizers, pharmaceutical pill forming, and other sugars such as Tagalose, lactulose, galactose, and lactitol.	SOU or 2 <sup>nd</sup> Extension of Time due January 12, 2022
	WIPO – Brazil, Canada, China, Indonesia, Japan, Republic of Korea, Mexico, New Zealand, Philippines, Singapore, Thailand and Viet Name	App No. 1546281  File date: 07/14/2020	Reg No. 1546281  Reg date: 07/14/2020	Class 01: Powdered lactose	18-month exam period ends on February 20, 2022