

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM734581

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
SEQUENCE:	1

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
SBD Acquisition Company LLC		06/24/2020	Limited Liability Company: WISCONSIN

RECEIVING PARTY DATA

Name:	SBD Holdco, LLC
Street Address:	1212 W Glen Oaks Lane
City:	Mequon
State/Country:	WISCONSIN
Postal Code:	53092
Entity Type:	Limited Liability Company: WISCONSIN

PROPERTY NUMBERS Total: 15

Property Type	Number	Word Mark
Registration Number:	3306407	CHOCODROPS
Registration Number:	3302319	DAGOBA
Registration Number:	3843055	DAGOBA
Registration Number:	3306409	DAGOBA
Registration Number:	5566448	INSPIRED CHOCOLATE EMPOWERING WOMEN
Registration Number:	3359340	MILK NIBBY
Registration Number:	2228998	
Registration Number:	3460952	
Registration Number:	4683331	NEW MOON
Registration Number:	3504838	NIBBY
Registration Number:	3479426	SCHARFFEN BERGER
Registration Number:	2215175	SCHARFFEN BERGER
Registration Number:	3433978	THE ART OF CHOCOLATE ALCHEMY
Registration Number:	5566413	THE ONE FOR ALL CACAO PROJECT
Registration Number:	3359245	YOU CAN DEPRIVE THE BODY, BUT THE SOUL N

CORRESPONDENCE DATA

Fax Number: 4142735198

TRADEMARK

REEL: 007751 FRAME: 0379

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: 4142733500
Email: bgilpin@gklaw.com
Correspondent Name: Brian G. Gilpin
Address Line 1: 833 E Michigan Street, Suite 1800
Address Line 2: Godfrey & Kahn, S.C.
Address Line 4: Milwaukee, WISCONSIN 53202

ATTORNEY DOCKET NUMBER:	017634-0086
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NAME OF SUBMITTER:	Brian G. Gilpin
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SIGNATURE:	/brian g. gilpin/
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DATE SIGNED:	06/14/2022
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Total Attachments: 11

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TRADEMARK ASSIGNMENT

WHEREAS, SBD Acquisition Company LLC ("Assignor"), a Wisconsin limited liability company having an address of 1212 West Glen Oaks Lane, Mequon, Wisconsin 53092, USA, is owner of all right, title, and interest in and to the trademarks identified in Exhibit A attached hereto, the associated trademark registrations, related common law rights, and the goodwill associated with the foregoing (collectively the "Assigned Trademarks");

WHEREAS, SBD Holdco, LLC ("Assignee"), a Wisconsin limited liability company having an address of 1212 West Glen Oaks Lane, Mequon, Wisconsin 53092, USA, is acquiring certain of the assets of Assignor, including the Assigned Trademarks, pursuant to the Distribution Agreement dated June 24, 2020, by and between Assignor and Assignee (the "Distribution Agreement"); and

WHEREAS, in connection with such Distribution Agreement, Assignee is acquiring all rights throughout the world in and to the Assigned Trademarks and any applications and registrations therefor, together with the goodwill of the business in connection with which the Assigned Trademarks are used and which is symbolized by the Assigned Trademarks, along with the right to recover damages and profits for past and future infringements thereof.

NOW, THEREFORE, for the good and valuable consideration set forth in the Distribution Agreement, the sufficiency of which is hereby acknowledged, effective as of June 24, 2020, Assignor sells, assigns, and transfers unto Assignee all right, title, and interest in and to the Assigned Trademarks, together with all common law rights therein and the goodwill of the business in connection with which the Assigned Trademarks are used and which is symbolized by the Assigned Trademarks, throughout the world, all renewals thereof, and all rights of action, powers, and benefits accrued thereto, including the right to sue for and collect damages and profits for past and future infringements thereof.

IN WITNESS WHEREOF, each party hereto has caused this Agreement to be duly executed on its behalf.

ASSIGNOR:

ASSIGNEE:

SBD ACQUISITION COMPANY LLC

SBD HOLDCO, LLC

By: _____

By: _____

Name: Joe Cesarz


Name: Joe Cesarz







Title: Manager


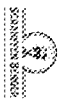
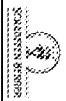




Title: Secretary


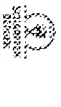




EXHIBIT A: Assigned Trademarks





Registered Trademarks





COUNTRY	TRADEMARK	LOGO	APPLICATION DATE	APPLICATION NUMBER	REG DATE	REGISTRATION NO.	CLASS	GOODS	OWNER
Australia	DAGOBA		18-Feb-08	1225412	18-Feb-08	1225412	30	sweets, candy, confectionery, chocolate and chocolate products in this class, cocoa and cocoa products, cookies, biscuits, cereal based snack food bars	Artisan Confections Company
Australia	DAGOBA		7-Sep-10	1382462	7-Sep-10	1382462	3	Bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics including lip gloss, lip balm and lipsticks, skin and body care preparations, hair lotions; dentifrices	Artisan Confections Company
Canada	DAGOBA		12-Sep-07	1363410	11-Sep-08	723436	30	chocolate syrup, candy, confectionery bits, chips, and chunks for baking; baking chocolate; cacao powder, hot chocolate powder mix; chocolate powder mix for making beverages, chocolate covered coffee beans; cacao nibs	Artisan Confections Company
Canada	MISC DESIGN - IBEX OVER MOUNTAIN (Scharffen Berger Brand)		30-Nov-06	1326374	19-Sep-08	724074	30	candy; cacao slabs	Artisan Confections Company
Canada	NEW MOON		13-Sep-07	1363474	22-Aug-08	721785	30	Candy, excluding candy marketed in connection with motion pictures, DVDs, television shows, or other entertainment media	Artisan Confections Company
Canada	ROSEBERRY		13-Sep-07	1363462	10-Jul-09	743306	30	candy	Artisan Confections Company
Canada	SCHARFFEN BERGER		28-Nov-06	1326003	12-Sep-08	723539	30	candy; cacao slabs	Artisan Confections Company
Canada	SCHARFFEN BERGER		19-Aug-08	1407854	10-Nov-09	752645	30	baking chocolate, chocolate ganache; chocolate sauce; chocolate topping, chocolate, cocoa	Artisan Confections Company
Canada	SCHARFFEN BERGER & Design (Vertical with Ibex & Omega & Stars)		30-Nov-06	1326373	23-Sep-08	724202	30	candy, cacao slabs	Artisan Confections Company



									
Canada	SILCKS		28-Jun-07	1353868	28-Aug-08	722719	30	Chocolate truffles	Artisan Confections Company
Canada	YOU CAN DEPRIVE THE BODY, BUT THE SOUL NEEDS CHOCOLATE		13-Sep-07	1363461	14-Oct-08	725957	30	30 chocolate syrup confectionery bits, chips, and chunks for baking; baking chocolate; cacao powder; hot chocolate powder mix; chocolate powder mix for making beverages; chocolate syrup; chocolate covered coffee beans; cacao nibs	Artisan Confections Company
Canada	YOU CAN DEPRIVE THE BODY, BUT THE SOUL NEEDS CHOCOLATE		12-Sep-07	1363411	30-Oct-08	727505	30	candy	Artisan Confections Company
China (PRC)	Miscellaneous Design (Scharffen Berger Ibex Mtn Omega Stars)		29-Sep-07	6303772	14-Feb-10	6303772	30	candy; baking chocolate; baking bits, chips, and chunks; cacao slabs; processed cacao beans, processed cacao bean bits; chocolate sauce; syrup, namely, chocolate syrup used as a flavoring or a topping; cocoa powder; chocolate drink mix	Artisan Confections Company
China (PRC)	SCHARFFEN BERGER		29-Sep-07	6303771	14-Feb-10	6303771	30	candy, baking chocolate; baking bits, chips, and chunks; cacao slabs; processed cacao beans, processed cacao bean bits; chocolate sauce; syrup, namely, chocolate syrup used as a flavoring or a topping; cocoa powder; chocolate drink mix	Artisan Confections Company
China (PRC)	SCHARFFEN BERGER & Design (Horizontal with Ibex & Omega & Stars)		17-Sep-14	15359938	28-Oct-15	15359938	4	candles / tapers, perfumed candles;	Artisan Confections Company
China (PRC)	SCHARFFEN BERGER & Design (Horizontal with Ibex & Omega & Stars)		17-Sep-14	15359937	28-Oct-15	15359937	6	bells; Decorative tin cans sold empty; metal key chains;	Artisan Confections Company
China (PRC)	SCHARFFEN BERGER & Design (Horizontal with Ibex & Omega & Stars)		17-Sep-14	15359936	7-Feb-16	15359936	14	jewellery cases [caskets]; jewelry cases [caskets]	Artisan Confections Company
China (PRC)	SCHARFFEN BERGER & Design (Horizontal with Ibex & Omega & Stars)		17-Sep-14	15359935	7-Nov-15	15359935	18	Bags, Sacks, brief case, card cases, key cases, umbrellas, valises, vanity cases, not fitted	Artisan Confections Company

China (PRC)	SCHARFFEN BERGER & Design (Horizontal with Ibox & Omega & Stars)		17-Sep-14	15359934	Oct-15	15359934	20	pillows, air pillows, not for medical purposes, bedding, plastic key cards, not encoded, keyboards for hanging keys, mirrors [looking glasses], picture frames.	Artisan Confections Company
China (PRC)	SCHARFFEN BERGER & Design (Horizontal with Ibox & Omega & Stars)		17-Sep-14	15359933	Dec-15	15359933	21	Beverage Glassware, Cups, Dishes, Vases, Mugs; Candy Dishes, ceramics for household purposes, containers for household or kitchen use, bottle opener;	Artisan Confections Company
China (PRC)	SCHARFFEN BERGER & Design (Horizontal with Ibox & Omega & Stars)		17-Sep-14	15359932	Oct-15	15359932	25	slippers; belts [clothing]; bibs, not of paper; boots; carmises; caps [headwear]; clothing*; coats; dresses; ear muffs [clothing]; footwear*; trousers; shirts; shoes*; stockings;	Artisan Confections Company
China (PRC)	SCHARFFEN BERGER & Design (Horizontal with Ibox & Omega & Stars)		19-Aug-14	15180883	Oct-15	15180883	30	Candy, chocolate decorations for cakes, chocolate, candy decorations for cakes, baking chocolate, baking bits, chips and chunks, cocoa slabs, chocolate sauce, cocoa powder, confectionery, cocoa, coffee	Artisan Confections Company
China (PRC)	SCHARFFEN BERGER & Design (Horizontal with Ibox & Omega & Stars)		21-Jan-14	13950273	Apr-15	13950273	30	30 Candy; baking chocolate; baking chocolate bits ; baking chocolate chunks; cocoa; chocolate sauce; chocolate; chocolate based beverage..	Artisan Confections Company
EUTM	DAGOBA ORGANIC CHOCOLATE & Design		21-Feb-08	6687297	May-08	006687297	5, 30, 32	5 meal replacement bars, snack bars containing nutritional supplements 30 candy; confectionery; chocolate; chocolate syrup; chocolate covered coffee beans; hot chocolate mix; cocoa; baking chocolate; confectionery bits, chips and chunks for baking; cacao nibs 32 non-alcoholic beverages	Artisan Confections Company
EUTM	Miscellaneous Design (Scharffen Berger Ibox Mtn Omega Stars)		24-Sep-07	006303531	Jul-08	006303531	29, 30	29 milk, flavoured milk, soy milk sold as a milk substitute; dairy based beverages; soy milk not being a milk substitute 30 candy; confectionery; baking chocolate; baking bits, chips, and chunks; cacao slabs; processed cacao beans, processed cacao bean bits; chocolate sauce; syrup, namely, chocolate syrup used as a flavoring or a topping; cocoa powder; chocolate drink mix	Artisan Confections Company
EUTM	SCHARFFEN BERGER		24-Sep-07	006303234	Oct-08	006303234	29, 30, 32	29 milk, flavoured milk, soy milk sold as a milk substitute; dairy based beverages; soy milk not being a milk substitute 30 candy; confectionery; baking chocolate; baking bits, chips, and chunks; cacao slabs; processed cacao beans, processed cacao bean bits; chocolate sauce; syrup, namely, chocolate syrup used as a flavoring or a topping; cocoa powder; chocolate drink mix	Artisan Confections Company

Mexico	SCHARFFEN BERGER & Design (Horizontal with lbex & Omega & Stars)		11-Sep-12	1307641	29-Oct-13	1407661	30	candy; baking chocolate; baking bits, chips, and chunks; cacao slabs; processed cacao beans, processed cacao bean bits; chocolate sauce; syrup, namely, chocolate syrup used as a flavoring or a topping; cocoa powder; chocolate drink mix; cocoa-based beverages; specifically excluding coffee, tea and artificial coffee	Artisan Confections Company
Mexico	SCHARFFEN BERGER & Design (Vertical with lbex & Omega & Stars)		11-Sep-12	1307639	29-Oct-13	1407660	30	candy; baking chocolate; baking bits, chips, and chunks [confectionery]; cacao slabs; processed cacao beans, processed cacao bean bits; chocolate sauce; syrup, namely, chocolate syrup used as a flavoring or a topping; cocoa powder; chocolate drink mix; cocoa-based beverages; specifically excluding coffee, tea and artificial coffee	Artisan Confections Company
Norway	SCHARFFEN BERGER & Design (Horizontal with lbex & Omega & Stars)		10-Dec-12	201213557	22-Nov-13	273209	30	candy; baking chocolate; baking bits, chips, and chunks; cacao slabs; processed cacao beans, processed cacao bean bits; chocolate sauce; syrup, namely, chocolate syrup used as a flavoring or a topping; cocoa powder; chocolate drink mix; cocoa-based beverages; tea-based beverages; coffee-based beverages	Artisan Confections Company
Norway	SCHARFFEN BERGER & Design (Vertical with lbex & Omega & Stars)		10-Dec-12	201213556	22-Nov-13	273210	30	candy; baking chocolate; baking bits, chips, and chunks; cacao slabs; processed cacao beans, processed cacao bean bits; chocolate sauce; syrup, namely, chocolate syrup used as a flavoring or a topping; cocoa powder; chocolate drink mix; cocoa-based beverages; tea-based beverages; coffee-based beverages	Artisan Confections Company
Saudi Arabia	DAGOBBA		11-Dec-10	162460	27-Mar-12	1345/10	30	Candy, chocolate, chocolate powder, cocoa powder, cocoa nibs.	Artisan Confections Company
Saudi Arabia	SCHARFFEN BERGER & Design (Horizontal with lbex & Omega & Stars)		12-Jan-13	190817	12-Jul-14	143402775	30	candy; baking chocolate; baking bits, chips, and chunks; cacao slabs; processed cacao beans, processed cacao bean bits; chocolate sauce; syrup, namely, chocolate syrup used as a flavoring or a topping; cocoa powder; chocolate drink mix; cocoa-based beverages; tea-based beverages; coffee-based beverages	Artisan Confections Company
Saudi Arabia	SCHARFFEN BERGER & Design (Vertical with lbex & Omega & Stars)		11-Dec-10	162461	20-Mar-13	1410/22	30	candy; chocolate bars.	Artisan Confections Company
Singapore	DAGOBBA		31-Jan-11	T1101150Z	31-Jan-11	T1101150Z	30	Chocolate, baking chocolate, cocoa, cocoa-based beverages, tea-based beverages, coffee-based beverages, syrup namely chocolate-based syrup.	Artisan Confections Company

Singapore	SCHARFFEN BERGER		31-Jan-11	T1101153D	31-Jan-11	T1101153D	30	Baking bits, chips and chunks comprised of candy or chocolate and used in baked goods namely cookies, cakes, pies and fudge; processed cacao beans, processed cacao bean bits, chocolate drink mix, chocolate, cocoa, cocoa-based beverages, tea-based beverages, coffee-based beverages, syrup namely chocolate based syrup.	Artisan Confections Company
Singapore	SCHARFFEN BERGER & Design (Horizontal with Ilex & Omega & Stars)		16-Sep-14	T1414827A	16-Sep-14	T1414827A	30	4 Candles; tapered, perfumed candles; 6 Bells; decorative tin cans sold empty. 14 Alarm clocks; bracelets [jewellery, jewelry (Am.)]; brooches [jewellery, jewelry (Am.)]; chains [jewellery, jewelry (Am.)]; clocks; earrings; jewellery; jewelry; jewelry cases [caskets]; jewelry cases [caskets]; key rings [trinkets or fobs]; ornaments [jewellery, jewelry (Am.)]; watches, metal key chains. 20 Pillows, air pillows, not for medical purposes, bedding, plastic key cards, not encoded, keyboards for hanging keys, mirrors [looking glasses], picture frames. 21 Beverage glassware, cups, dishes, vases, mugs, candy dishes, ceramics for household purposes, containers for household or kitchen use, bottle opener. 24 Bath linen, except clothing; bed covers; bedspreads; coverlets [bedspreads]; quilts; bed blankets; brocades; canvas for tapestry or embroidery; cloth; curtains of textile or plastic; jersey [fabric]; towels of textile; pillow shams. 25 Slippers; belts [clothing]; bibs, not of paper; boots; camisoles; caps [headwear]; clothing; coats; dresses; ear muffs [clothing]; footwear; trousers; shirts; shoes; stockings. 28 Toys, plush toys, stuffed toy animals, dolls, toy cars, toy trucks, board games.	Artisan Confections Company
Singapore	SCHARFFEN BERGER & Design (Horizontal with Ilex & Omega & Stars)		8-Apr-15	40201505844U	30-Sep-16	40201505844U	30	candy, baking chocolate; bits, chips and chunks of candy or chocolate used in baked goods namely cookies, cakes, pies and fudge; cacao slabs; processed cacao beans, processed cacao bean bits; chocolate sauce; syrup, namely, chocolate syrup used as a flavoring or a topping; cocoa powder; chocolate drink mix; cocoa-based beverages, tea-based beverages, coffee-based beverages	Artisan Confections Company
Turkey	SCHARFFEN BERGER & Design (Horizontal with Ilex & Omega & Stars)		21-Nov-12	2012/96927	15-Jan-14	2012/96927	30		Artisan Confections Company

Turkey	SCHARFFEN BERGER & Design (Vertical with Ibex & Omega & Stars)		21-Nov-12	2012/96931	Dec-13	2012/96931	30	candy; baking chocolate; bits, chips and chunks of candy or chocolate used in baked goods namely cookies, cakes, pies and fudge; cacao slabs; processed cacao beans, processed cacao bean bits; chocolate sauce; syrup, namely, chocolate syrup used as a flavoring or a topping; cocoa powder; chocolate drink mix; cocoa-based beverages, tea-based beverages, coffee-based beverages	Artisan Confections Company
United Arab Emirates	DAGOBA		27-Jan-11	152237	May-12	152237	30	chocolate; baking chocolate, cocoa, cocoa-based beverages, tea-based beverages, coffee-based beverages, syrup namely chocolate-based syrup	Artisan Confections Company
United Arab Emirates	SCHARFFEN BERGER & Design (Horizontal with Ibex & Omega & Stars)		21-Oct-12	180919	May-14	180919	30	candy; baking chocolate; baking bits, chips, and chunks; cacao slabs; processed cacao beans, processed cacao bean bits; chocolate sauce; syrup, namely, chocolate syrup used as a flavoring or a topping; cocoa powder; chocolate drink mix; cocoa-based beverages, tea-based beverages, coffee-based beverages	Artisan Confections Company
United Arab Emirates	SCHARFFEN BERGER & Design (Vertical with Ibex & Omega & Stars)		27-Jan-11	152238	May-12	152238	30	baking bits, chips and chunks; processed cacao beans, processed cacao bean bits, chocolate drink mix, chocolate, baking chocolate, cocoa, cocoa-based beverages, tea-based beverages, coffee-based beverages, syrup namely chocolate based syrup	Artisan Confections Company
United States	CHOCODROPS		27-Mar-07	77141492	Oct-07	3306407	30	Chocolate	Artisan Confections Company
United States	DAGOBA		11-Jun-06	78905519	Oct-07	3302319	30	Organic Chocolate	Artisan Confections Company
United States	DAGOBA		5-Nov-09	77865543	31-Aug-10	3843055	3	Lip Balm; Lip Gloss	Artisan Confections Company
United States	DAGOBA (Stylized)		ar-07	77142807	9-Oct-07	3306409	30	Organic Chocolate	Artisan Confections Company

United States	INSPIRED CHOCOLATE EMPOWERING WOMEN		20-Dec-16	87275187	18-Sep-18	5566448	30	Candy; Chocolate.	Artisan Confections Company
United States	MILK NIBBY		18-Apr-07	77159551	25-Dec-07	3359340	30	Chocolate	Artisan Confections Company
United States	MISC DESIGN - Three Stars & IbeX Over Mountain (Scharffen Berger Logo)		12-May-98	75483520	2-Mar-99	2228998	30	Cocoa products, namely, culinary chocolate, cocoa, candy bars, and candy.	Artisan Confections Company
United States	MISC DESIGN - IBEX OVER MOUNTAIN WITH THREE STARS WITHIN OMEGA		5-Sep-07	77272219	8-Jul-08	3460952	30	Candy	Artisan Confections Company
United States	NEW MOON		12-May-10	85036123	10-Feb-15	4683331	30	Candy, chocolate, excluding goods marketing in connection with motion pictures, DVDs, television shows, or other entertainment media	Artisan Confections Company

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United States	NIBBY		19-Feb-08	77400433	23-Sep-08	3504838	30	Candy	Artisan Confections Company
United States	SCHARFFEN BERGER		7-Sep-07	77274360	5-Aug-08	3479426	30	Baking Chocolate	Artisan Confections Company
United States	SCHARFFEN BERGER		23-Dec-96	75217416	29-Dec-98	2215175	30	Chocolate, cocoa.	Artisan Confections Company
United States	THE ART OF CHOCOLATE ALCHEMY		5-Feb-07	77099622	27-May-08	3433978	30	Chocolate; Cocoa; Cocoa mixes; Hot chocolate	Artisan Confections Company
United States	THE ONE FOR ALL CACAO PROJECT		2-Dec-16	87255665	18-Sep-18	5566413	30	Candy; Chocolate	Artisan Confections Company
United States	YOU CAN DEPRIVE THE BODY, BUT THE SOUL NEEDS CHOCOLATE		13-Apr-07	77155828	25-Dec-07	3359245	30	Candy	Artisan Confections Company

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