

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM759753

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Lactalis Heritage Dairy, Inc.		11/30/2021	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	BelGioioso Cheese, Inc.		
Street Address:	4200 Main Street		
City:	Green Bay		
State/Country:	WISCONSIN		
Postal Code:	54311		
Entity Type:	Corporation: WISCONSIN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	0565889	POLLY-O	
Registration Number:	2463932	POLLY-O PREMIUM ITALIAN CHEESES ALL NATU	
CORRESPONDENCE DATA			
Fax Number:	9204372868		
<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:	920-437-0476		
Email:	sarahl@lcojlaw.com		
Correspondent Name:	James M. Ledvina		
Address Line 1:	231 S. Adams Street		
Address Line 4:	Green Bay, WISCONSIN 54301		
NAME OF SUBMITTER:	James M. Ledvina		
SIGNATURE:	/James M. Ledvina/		
DATE SIGNED:	10/07/2022		
Total Attachments: 7			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made effective as of November 30, 2021 (the "Effective Date"), by and between Lactalis Heritage Dairy, Inc., a Delaware corporation, located at 540 West Madison Street, Suite 300, Chicago, Illinois 6066 ("Assignor") and Belgioioso Cheese, Inc. a Wisconsin corporation, located at 4200 Main Street, Green Bay, Wisconsin 54311 ("Assignee").

RECITALS

WHEREAS, pursuant to that certain Trademark Assignment, dated November 29, 2021, between Assignor and Kraft Foods Group Brands LLC, KFGH Holdings LLC, and Churny Company LLC, Assignor acquired all right, title, and interest in and to the trademark applications and registrations set forth in Schedule A (the "Assigned Trademarks");

WHEREAS, Assignee desires to acquire all of Assignor's right, title and interest in and to the Assigned Trademarks and Assignor has agreed to assign all of its right, title and interest in and to the Assigned Trademarks to Assignee; and

WHEREAS, the parties wish to record such acquisition and assignment in the United States Patent and Trademark Office ("USPTO") and any other applicable intellectual property offices throughout the world.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee agree as follows:

1. Assignment. Effective as of the Effective Date, Assignor hereby irrevocably sells, transfers, conveys, assigns, and delivers to Assignee and Assignee accepts all right, title and interest of the Assignor in and to the Assigned Trademarks, together with all of the goodwill associated therewith and symbolized thereby, to be held and enjoyed by Assignee for its own use and benefit, and for the benefit of its successors, assigns, and legal representatives.
2. Recordation. Assignor hereby authorizes the Commissioner of Trademarks in the USPTO and all other comparable foreign offices throughout the world to record Assignee as the assignee of all of Assignor's right, title and interest in and to the Assigned Trademarks and to deliver to Assignee, and to Assignee's attorneys, agents, successors or assigns, all official documents and communications.
3. Governing Law. This Assignment will be governed by, and construed in accordance with, the laws of the State of Delaware, United States of America without giving effect to the conflict of laws rules thereof.
4. Further Assurances. From and after the Effective Date, upon the reasonable written request of Assignee, Assignor shall execute, acknowledge and deliver any and all additional documents that may be necessary from time to time to protect and record title to the

Assigned Trademarks in the name of Assignee and to carry out the intent of this Assignment.

[Signature page follows]

Intending to be legally bound, the undersigned have executed this Assignment as of the date first written above.

**LACTALIS HERITAGE DAIRY,
INC., as Assignor**

By. 

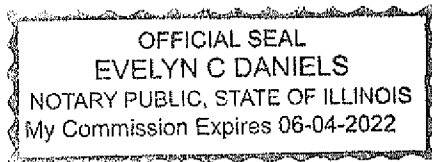
Name: Pierre Lorieau

Title: SVP, Chief Legal Officer

I have the authority to bind the company.

STATE OF ILLINOIS)
) ss.:
COUNTY OF COOK)

On the 29th day of November in the year 2021 before me, the undersigned, personally appeared Pierre Lorieau, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that [he/she/they] executed the same in [his/her/their] capacity, and that by [his/her/their] signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.



Evelyn C. Daniels
Notary Public

BELGIOIOSO CHEESE, INC.

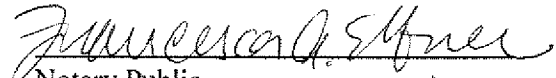
By: Errico Auricchio
Name: Errico Auricchio
Title: President

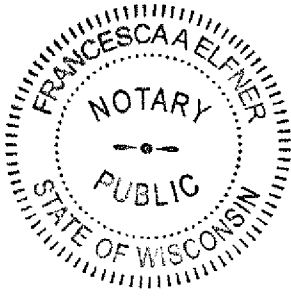
[Signature Page to KHC Transition Services Agreement]

TRADEMARK
REEL: 007862 FRAME: 0091

STATE OF WISCONSIN)
) ss.:
COUNTY OF BROWN)

On the 29 day of November in the year 2021 before me, the above named, ERRICO AURICCHIO, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his capacity, and that by his signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.



Notary Public
My Commission Expires: 4/29/2025



[Acknowledgement Certificate to Trademark Assignment]

SCHEDULE A

ASSIGNED TRADEMARKS

COUNTRY	TRADEMARK	APP. DATE	APP. NO.	REG. DATE	REG. NO.
ARUBA	POLLY-O	23 Apr 2003	22736	4 Feb 2004	22736
BARBADOS	POLLY-O	23 Oct 2003	18652	16 Jul 2004	81/18652
BRITISH VIRGIN ISLANDS	POLLY-O	26 Nov 2003	4153	26 Nov 2003	4153
CAYMAN ISLANDS	POLLY-O	13 Nov 2003	2329358	11 Dec 2003	2329358
CURACAO	POLLY-O	7 May 2003	VD-130112	7 May 2003	09850
SINT MAARTEN	POLLY-O	7 May 2003	SVD-13089	7 May 2003	08401
TURKS & CAICOS ISLANDS	POLLY-O	5 May 2003	13239	5 May 2003	13239
UNITED KINGDOM	POLLY-O	14 Apr 2003	2329358	26 Sep 2003	2329358
UNITED STATES OF AMERICA	POLLY-O	17 Feb 1950	71592659	28 Oct 1952	565889
UNITED STATES OF AMERICA	POLLY-O LABEL DESIGN 	12 Jun 2000	76/068259	26 Jun 2001	2463932