

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM839336

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Icco Cheese Company, Inc.		09/13/2023	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	Colonna Brothers, Inc.,		
Street Address:	4102 Bergen Turnpike		
Internal Address:	PO Box 808		
City:	North Bergen		
State/Country:	NEW JERSEY		
Postal Code:	07047		
Entity Type:	Corporation: NEW JERSEY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5846015	SIMPLE INGREDIENTS. SIMPLY BETTER	
CORRESPONDENCE DATA			
Fax Number:	9087257088		
<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:	9087225640		
Email:	officeactions@br-tmlaw.com		
Correspondent Name:	Stephen L. Baker		
Address Line 1:	92 East Main Street		
Address Line 2:	Suite 302		
Address Line 4:	SOMERVILLE, NEW JERSEY 08876		
ATTORNEY DOCKET NUMBER:	slb 09.14.23.3		
NAME OF SUBMITTER:	Stephen L. Baker		
SIGNATURE:	/Stephen L. Baker/		
DATE SIGNED:	09/14/2023		
Total Attachments: 1			
source=Simple Ingredients. Simply Better#page1.tif			

OP \$40.00 5846015

ASSIGNMENT OF TRADEMARK, U.S. TRADEMARK
REGISTRATION AND THE GOODWILL ASSOCIATE THEREWITH

WHEREAS, Icco Cheese Company, Inc., a corporation organized and existing under the laws of the State of New York, located and doing business at One Olympic Drive, Orangeburg, New York 10962 has adopted, used and is using the following mark which is registered in the U.S. Patent and Trademark Office as follows:

<u>MARKS</u>	<u>REG.NOS.</u>	<u>REG.DATE</u>
SIMPLE INGREDIENTS. SIMPLY BETTER	5846015	August 27, 2019

WHEREAS, Colonna Brothers, Inc. a corporation organized under the laws of New Jersey with office located at 4102 Bergen Turnpike/PO Box 808, North Bergen, NJ is desirous of acquiring said mark, the registration therefor, and the goodwill association therewith; and

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Icco Cheese Company, Inc. does hereby assign unto Colonna Brothers, Inc. all right, title and interest in and to said mark, the registration therefor, and the goodwill association therewith.

Date: 9-13-23

ICCO CHEESE COMPANY, INC.

By: 

Name: John Angiolillo

Title: Secretary