

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM842998

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Hershey Salty Snacks Sales Company	FORMERLY Amplify Snack Brands, Inc.	09/27/2023	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	SkinnyPop Popcorn LLC		
Street Address:	500 West 5th Street, Suite 1350		
City:	Austin		
State/Country:	TEXAS		
Postal Code:	78701		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	5183479	SNACKING WITHOUT COMPROMISE	
Registration Number:	5675867	WE DO POPCORN. YOU DO YOU.	
CORRESPONDENCE DATA			
Fax Number:	4048156555		
<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:	404-815-6500		
Email:	byates@kilpatricktownsend.com		
Correspondent Name:	Barbara Yates, Paralegal		
Address Line 1:	1100 Peachtree Street, Suite 2800		
Address Line 2:	c/o Kilpatrick Townsend & Stockton LLP		
Address Line 4:	Atlanta, GEORGIA 30309-4528		
ATTORNEY DOCKET NUMBER:	1409527		
NAME OF SUBMITTER:	Barbara Yates		
SIGNATURE:	/Barbara Yates/		
DATE SIGNED:	09/29/2023		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

This Trademark Assignment is effective as of the date last signed below (the “Effective Date”), and is made by and between The Hershey Salty Snacks Sales Company, a Delaware corporation, having its principal place of business 19 East Chocolate Avenue, Hershey, Pennsylvania 17033 (the “Assignor”), and SkinnyPop Popcorn LLC, a Delaware corporation, having its principal place of business at 500 West 5th Street, Suite 1350, Austin, Texas 78701 (the “Assignee”).

W I T N E S S E T H:

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks identified in the attached Schedule A, including the applications and registrations related thereto and all associated common law trademarks and trade name rights (hereinafter the “Trademarks”);

WHEREAS, Assignor was formerly known as Amplify Snack Brands and changed its name to The Hershey Salty Snacks Sales Company, effective July 26, 2023, by filing a Certificate of Amendment of Amended and Restated Certificate of Incorporation of Amplify Snack Brands, Inc. with the Delaware Secretary of State.

WHEREAS, Assignee wishes to acquire ownership of and all right, title and interest in and to the Trademarks, the goodwill symbolized thereby, and any registrations, applications, common law, trade name rights therefor, and any copyrighted works embodied in designs and logos comprised of the Trademarks, if any.

NOW, THEREFORE, in consideration of the mutual covenants contained herein, and of other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. Assignment of Trademarks. Assignor hereby assigns, grants, transfers, conveys, and delivers exclusively to Assignee and Assignee hereby acquires from Assignor ownership and all of Assignor’s rights, title, and interests in and to the Trademarks, the goodwill symbolized thereby, any applications and registrations related thereto and all associated common law rights, and the right to claim any applicable priority rights arising from the Trademarks. All rights to the Trademarks, including, without limitation, the right to sue for any damages and other remedies in respect of any infringement of the Trademarks, which may have occurred prior to the date of this Trademarks Assignment, shall be the sole property of Assignee and inure to the benefit of Assignee. Assignor further agrees that all records of Assignor necessary to establish priority of the use of any of the Trademarks will be made available at no additional charge to Assignee, in the event such records are needed in connection with the assigned the Trademarks.

2. Further Assurances. Assignor hereby agrees without any additional consideration therefor to sign all documents, make all assignments and declarations, and generally do everything possible to aid Assignee, its successors, assigns, and nominees, to obtain and enforce proper protection for said Trademarks.

3. Successors and Assigns. The terms and provisions of this Trademark Assignment and the respective rights and obligations of the parties hereunder shall be binding upon the parties and inure to the benefit of their respective successors and assigns.

4. Recordings. An executed copy of this Trademark Assignment may be filed with the appropriate national trademark office by Assignee or Assignor at any time.

5. Execution. This Trademark Assignment may be executed by e-mail and in counterparts, which together will constitute one instrument.

IN WITNESS WHEREOF, the parties, intending to be legally bound, have caused this Assignment to be duly executed and become effective as of the Effective Date.

The Hershey Salty Snacks Sales Company

By: DocuSigned by: Angela Wilson
9FECE74530C2413...

Name: Angela Wilson

Title: Assistant Secretary

Date: 9/27/2023

SkinnyPop Popcorn LLC

By: DocuSigned by: Kathleen Purcell
2FF413878FE64B1...

Name: Kathleen S. Purcell

Title: Assistant Secretary

Date: 9/27/2023

The Hershey Salty Snacks Sales Company

SkinnyPop Popcorn LLC

SCHEDULE A

Mark	Country	App. No./ App. Date	Reg. No./Reg. Date	Registered Owner
SNACKING WITHOUT COMPROMISE	United States of America	87072917 Jun 15, 2016	5183479 Apr 11, 2017	Amplify Snack Brands, Inc.
SNACKING WITHOUT COMPROMISE	Australia	1321120 Sep 6, 2016	1321120 Sep 6, 2016	Amplify Snack Brands, Inc.
SNACKING WITHOUT COMPROMISE	Madrid (International) (TM)	1321120 Sep 6, 2016	1321120 Sep 6, 2016	Amplify Snack Brands, Inc.
SNACKING WITHOUT COMPROMISE	Russian Federation	1321120 Sep 6, 2016	1321120 Sep 6, 2016	Amplify Snack Brands,
SNACKING WITHOUT COMPROMISE	Turkey	1321120 Sep 6, 2016	1321120 Sep 6, 2016	Amplify Snack Brands, Inc.
SNACKING WITHOUT COMPROMISE	Japan	1321120 06 Sep 2016	1321120 06 Sep 2016	Amplify Snack Brands, Inc.
WE DO POPCORN. YOU DO YOU.	United States of America	87385479 Mar 24, 2017	5675867 Feb 12, 2019	Amplify Snack Brands, Inc.
SNACKING WITHOUT COMPROMISE	Canada	1799118 Sep 7, 2016	TMA1049495 Aug. 16, 2019	Amplify Snack Brands, Inc.