

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM848227

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bland Farms, LLC		08/31/2023	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	Bland IP Licensing, LLC		
Street Address:	1126 Raymond Bland Road		
City:	Glennville		
State/Country:	GEORGIA		
Postal Code:	30427		
Entity Type:	Limited Liability Company: GEORGIA		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	1720501	BLAND FARMS	
Registration Number:	5612940	ROOTS TO RETAIL	
Registration Number:	3566622	SWEETLAND FARMS	
Registration Number:	1635641	THEY ONLY MAKE YOU CRY WHEN THEY'RE GONE	
Registration Number:	2812194	VIDALIA BRANDS	
Registration Number:	4481709	VIDALIA · BRANDS ·	
Serial Number:	97886679	VIDALIA BRANDS · FARM TO FLAVOR ·	
Serial Number:	97886675	VIDALIA BRANDS · FARM TO FLAVOR ·	
CORRESPONDENCE DATA			
Fax Number:			
<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:	4048442768		
Email:	abarksdale@jamesbatesllp.com		
Correspondent Name:	Andrew Barksdale		
Address Line 1:	2827 Peachtree Road NE		
Address Line 2:	Suite 300		
Address Line 4:	Atlanta, GEORGIA 30305		
NAME OF SUBMITTER:	Andrew T. Barksdale		
SIGNATURE:	/andrew barksdale/		

OP \$215.00 1720501

DATE SIGNED:	10/24/2023
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Total Attachments: 4

- source=Bland Farms LLC - Trademark Assignment Agreement (Executed)#page1.tif
- source=Bland Farms LLC - Trademark Assignment Agreement (Executed)#page2.tif
- source=Bland Farms LLC - Trademark Assignment Agreement (Executed)#page3.tif
- source=Bland Farms LLC - Trademark Assignment Agreement (Executed)#page4.tif

TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (this “Trademark Assignment”), effective as of August 31, 2023, is made by BLAND FARMS, LLC, a Georgia limited liability company (“Assignor”), in favor of BLAND IP LICENSING, LLC, a Georgia limited liability company (“Assignee”).

WHEREAS, Assignor wishes to convey, transfer, and assign to Assignee, and Assignee wishes to accept and assume from Assignor, certain intellectual property of Assignor; and

WHEREAS, Assignor and Assignee have agreed to execute and deliver this Trademark Assignment for recording with the United States Patent and Trademark Office (the “USPTO”).

NOW THEREFORE, the parties agree as follows:

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably conveys, transfers, and assigns to Assignee, and Assignee hereby accepts, free and clear of all liens, claims, and encumbrances, all of Assignor’s right, title, and interest in and to the following:

(a) the trademark registrations set forth on Schedule 1 attached hereto and all issuances, extensions, and renewals thereof (the “Assigned Trademarks”), together with any goodwill connected with the use of, and symbolized by, the Assigned Trademarks;

(b) all rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world;

(c) any and all royalties, fees, income, payments, and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and

(d) any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Recordation and Further Actions. Assignor hereby authorizes the Commissioner for Trademarks in the USPTO to record and register this Trademark Assignment upon request by Assignee. Following the date hereof, upon Assignee’s reasonable request and at Assignee’s sole cost and expense, Assignor shall take such

reasonable steps and actions, and provide such reasonable cooperation and assistance to Assignee and its successors, assigns, and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documents, as may be necessary to effect, evidence, or perfect the assignment of the Assigned Trademarks to Assignee, or any assignee or successor thereto.

3. Counterparts. This Trademark Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed one and the same agreement. A signed copy of this Trademark Assignment delivered by facsimile, e-mail, or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Trademark Assignment.

4. Successors and Assigns. This Trademark Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

5. Governing Law. This Trademark Assignment and any claim, controversy, dispute, or cause of action (whether in contract, tort, or otherwise) based upon, arising out of, or relating to this Trademark Assignment and the transactions contemplated hereby shall be governed by, and construed in accordance with, the laws of the United States and the State of Georgia, without giving effect to any choice or conflict of law provision or rule (whether of the State of Georgia or any other jurisdiction).

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, Assignor and Assignee have duly executed and delivered this Trademark Assignment as of the date first written above.

ASSIGNOR

BLAND FARMS, LLC

By: 
Delbert C. Bland, Manager

AGREED TO AND ACCEPTED:

ASSIGNEE

BLAND IP LICENSING, LLC

By: 
Delbert C. Bland, Manager

Schedule 1

ASSIGNED TRADEMARK REGISTRATIONS

Country	Mark	Status	Registration Number	Registration Date
U.S.	BLAND FARMS	Registered	1720501	09/29/1992
U.S.	ROOTS TO RETAIL	Registered	5612940	11/20/2018
U.S.	SWEETLAND FARMS	Registered	3566622	01/27/2009
U.S.	THEY ONLY MAKE YOU CRY WHEN THEY'RE GONE	Registered	1635641	02/19/1991
U.S.	VIDALIA BRANDS	Registered	2812194	02/10/2004
U.S.	VIDALIA BRANDS	Registered	4481709	02/11/2014
U.S.	VIDALIA BRANDS FARM TO FLAVOR	Pending	Pending (Serial No. 9788675)	Pending (Filing Date 04/13/2023)
U.S.	VIDALIA BRANDS FARM TO FLAVOR	Pending	Pending (Serial No. 97886679)	Pending (Filing Date 04/13/2023)