

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM858574

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
The Merchants Company		11/09/2023	Corporation: MISSISSIPPI
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Performance Food Group, Inc.		
<b>Street Address:</b>	12500 West Creek Parkway		
<b>City:</b>	Richmond		
<b>State/Country:</b>	VIRGINIA		
<b>Postal Code:</b>	23238		
<b>Entity Type:</b>	Corporation: COLORADO		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2899270	BIG M	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Phone:</b>	8045100638		
<b>Email:</b>	chris@threshold.cc		
<b>Correspondent Name:</b>	Christopher E. Gatewood		
<b>Address Line 1:</b>	1905 Huguenot Road Suite 200		
<b>Address Line 4:</b>	Richmond, VIRGINIA 23235		
<b>NAME OF SUBMITTER:</b>	Christopher E. Gatewood		
<b>SIGNATURE:</b>	/Christopher E. Gatewood/		
<b>DATE SIGNED:</b>	12/05/2023		
<b>Total Attachments: 1</b>			
source=Assignment Agreement - signed - The Merchants Company to PFG - 11 2023#page1.tif			

OP \$40.00 2899270

**Trademark Assignment**

This Trademark Assignment ("Assignment") is made by and between The Merchants Company, a Mississippi corporation ("Assignor"), and Performance Food Group, Inc., a Colorado corporation, and its successors or assigns ("Assignee").

**Recitals**

Whereas, Assignor has rights in United States Trademark Registration No. 2899270, BIG M (Stylized/Design) (the "Mark");

Whereas, Assignee desires to acquire the entire right, title and interest in and to the Mark; and Assignor desires to transfer its rights and claims in the Mark to Assignee.

**1. Assignment.** Now, therefore, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and conveys Assignor's entire right, title and interest in and to the Mark to Assignee, together with the goodwill of the business symbolized thereby and including all common law trademark, service mark and trade name rights in the Mark, as well as the right to recover and have damages and profits for past infringement, if any.

**2. Representation and Warranty.** Assignor warrants and represents to Assignee that Assignor has full and unencumbered legal and equitable title to the Mark and has not granted any rights in the Mark to any other person, firm, corporation or entity.

**3. Consideration.** As consideration for the assignment of the Assets and for this agreement, and as a condition of the transfer of the Assets hereunder, Assignee will pay to Assignor the amount of one dollar (\$1.00).

Witness the following signatures, made as of the date(s) set forth.

**Assignor: Robert Barrett**  
Digitally signed by Robert Barrett  
DN: cn=Robert Barrett, o, ou,  
email=bob.barrett@pfgc.com, c=US  
Date: 2023.11.09 14:37:10 -05'00'

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**The Merchants Company**  
by Robert Barrett, Deputy General Counsel

Nov 9, 2023  
**Date**

**Assignee: Robert Barrett**  
Digitally signed by Robert Barrett  
DN: cn=Robert Barrett, o, ou,  
email=bob.barrett@pfgc.com,  
c=US  
Date: 2023.11.09 14:38:19 -05'00'

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**Performance Food Group, Inc.**  
by Robert Barrett, Deputy General Counsel

Nov 9, 2023  
**Date**