

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM861182

<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>
RISE BAKING SWEET GOODS, LLC		12/14/2023	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	RISE BAKING COMPANY, LLC		
<b>Street Address:</b>	3001 Broadway St., NE, Ste. 400		
<b>City:</b>	Minneapolis		
<b>State/Country:</b>	MINNESOTA		
<b>Postal Code:</b>	55413		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	87248131	INNOVATION YOU CAN TASTE	
<b>Serial Number:</b>	87166000	RISE BAKING COMPANY	
<b>Serial Number:</b>	97338143	RISE BAKING COMPANY	
<b>Serial Number:</b>	87248128	RISE R BAKING COMPANY	
<b>Serial Number:</b>	97338444	RISE R BAKING COMPANY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3142592020		
<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>	314-259-2000		
<b>Email:</b>	bcipdocketing@bclplaw.com		
<b>Correspondent Name:</b>	Lindsay Cohen Schneider		
<b>Address Line 1:</b>	211 North Broadway, Suite 3600		
<b>Address Line 4:</b>	St. Louis, MISSOURI 63102		
<b>ATTORNEY DOCKET NUMBER:</b>	3004716.000006		
<b>NAME OF SUBMITTER:</b>	Lindsay Cohen Schneider		
<b>SIGNATURE:</b>	/Lindsay Cohen Schneider/		
<b>DATE SIGNED:</b>	12/14/2023		

CH \$140.00 87248131

**Total Attachments: 3**

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## TRADEMARK ASSIGNMENT

This Trademark Assignment (the "*Assignment*") is entered into and is effective as of December 14, 2023 (the "*Effective Date*"), by and among RISE BAKING SWEET GOODS, LLC, a Delaware Limited Liability Company (the "*Assignor*"), and RISE BAKING COMPANY, LLC, a Delaware Limited Liability Company (the "*Assignee*", and together with Assignor, the "*Parties*").

**WHEREAS**, the Assignor is the owner of all worldwide right, title, and interest in, to and under the trademarks, trade names, service marks, applications and registrations described in Exhibit A, which is attached hereto and is incorporated by reference herein, (collectively, the "*Marks*"), which are used in connection with Assignor's ongoing business and operations, and Assignor owns the goodwill of the business associated therewith; and

**WHEREAS**, the Parties wish to transfer ownership of the Marks from the Assignor to the Assignee (as further described herein);

**NOW THEREFORE**, in consideration of the mutual representations, warranties and covenants set forth herein, and for other good and valuable consideration by Assignee, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

1. The Assignor does hereby irrevocably assign unto the Assignee, its successors and assigns, all of its right, title, and interest in and to the Marks, together with all of the goodwill of the business associated with and symbolized by such Marks, the applications and registrations therefor, and any rights of the Assignor to sue any third parties for any past, present or future infringement or misappropriation of or to the Marks, and to prosecute such applications and registrations in the United States Patent and Trademark Office or in any foreign jurisdiction.

2. After the Effective Date, at the request of the Assignee, the Assignor will execute and deliver to the Assignee, from time to time such further instruments of conveyance, transfer, and assignment and other documents, and will take such other actions, as the Assignee may reasonably require to convey and deliver to the Assignee the Marks, to perfect the Assignee's title thereto, and otherwise to accomplish the orderly transfer to the Assignee of the Marks and to give full effect to this Assignment.

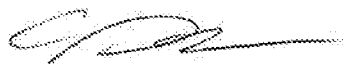
3. The Assignor hereby authorizes and requests the competent authorities including, without limitation, an official of the United States Patent and Trademark Office, an official of any non-U.S. governmental trademark office and an official of any intergovernmental organization, whose duty is to issue trademark registrations or other evidence or forms of intellectual property protection on applications as aforesaid, to issue the same to the Assignee, its successors and assigns, in accordance with the terms of this Assignment.

4. This Assignment shall be binding upon and inure to the benefit of the Parties and their respective successors and assigns. This 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 Assignment shall be governed by and construed in accordance with the internal laws of the State

of Delaware applicable to agreements made and to be performed entirely within the State of Delaware, without regard to the conflicts of laws principles thereof. This Assignment may be executed in the original or by facsimile in any number of counterparts, each of which shall be deemed an original and all of which together shall constitute one and the same instrument.


IN WITNESS WHEREOF, the Parties, by their authorized representatives, have executed this Assignment effective as of the Effective Date:

RISE BAKING SWEET GOODS, LLC  
("ASSIGNOR")

By:  \_\_\_\_\_



Name: Chris McCammon  
Title: Chief Financial Officer

RISE BAKING COMPANY, LLC ("ASSIGNEE")

By:  \_\_\_\_\_

Name: Chris McCammon  
Title: Chief Financial Officer

**Exhibit A**  
**Trademarks/Service Marks**

No.	Mark	Country	Application #	File Date	Registration #	Registration Date
1.	INNOVATION YOU CAN TASTE	United States	87/248,131	11/25/2016	5,318,606	10/24/2017
2.	RISE BAKING COMPANY	United States	87/166,000	9/9/2016	5,590,836	10/23/2018
3.	RISE BAKING COMPANY	United States	97/338,143	3/30/2022		
4.	RISE BAKING COMPANY Logo 	United States	87/248,128	11/25/2016	5,590,889	10/23/2018
5.	RISE BAKING COMPANY Logo 	United States	97/338,444	3/20/2022		

Ex. A: 1