

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM323809

| | | | |
|---|--|-----------------------|--------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| SEQUENCE: | 1 | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Chivers Hartley Limited | | 01/01/2010 | COMPANY: ENGLAND |
| RECEIVING PARTY DATA | | | |
| Name: | Premier Foods Group Limited | | |
| Street Address: | Griffiths Way, St Albans | | |
| Internal Address: | Premier House, Centrium Business Park | | |
| City: | Hertfordshire | | |
| State/Country: | UNITED KINGDOM | | |
| Postal Code: | AL1 2RE | | |
| Entity Type: | Limited Company: UNITED KINGDOM | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 1864829 | CHIVERS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 3038630223 | | |
| <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: | 3038639700 | | |
| Email: | mtrudell@sheridanross.com | | |
| Correspondent Name: | Miriam D. Trudell, Sheridan Ross P.C. | | |
| Address Line 1: | 1560 Broadway, Suite 1200 | | |
| Address Line 4: | Denver, COLORADO 80202 | | |
| ATTORNEY DOCKET NUMBER: | 2819BV-1 | | |
| NAME OF SUBMITTER: | Miriam D. Trudell | | |
| SIGNATURE: | /miriam trudell/ | | |
| DATE SIGNED: | 11/20/2014 | | |
| Total Attachments: 7 | | | |
| source=Assignment Doc between Chivers Hartley and Premier Foods#page1.tif | | | |
| source=Assignment Doc between Chivers Hartley and Premier Foods#page2.tif | | | |
| source=Assignment Doc between Chivers Hartley and Premier Foods#page3.tif | | | |

CH \$40.00 1864829

source=Assignment Doc between Chivers Hartley and Premier Foods#page4.tif
source=Assignment Doc between Chivers Hartley and Premier Foods#page5.tif
source=Assignment Doc between Chivers Hartley and Premier Foods#page6.tif
source=Assignment Doc between Chivers Hartley and Premier Foods#page7.tif

IP ASSIGNMENT AGREEMENT

THIS AGREEMENT is dated 1 January 2010

PARTIES

- (1) Chivers Hartley Limited incorporated and registered in England and Wales with company number 02081705 whose registered office is at Premier House, Centrium Business Park, Griffiths Way, St Albans, Hertfordshire, AL1 2RE (**Assignor**).
- (2) Premier Foods Group Limited incorporated and registered in England and Wales with company number 00281728 whose registered office is at Premier House, Centrium Business Park, Griffiths Way, St Albans, Hertfordshire, AL1 2RE (**Assignee**).

BACKGROUND

- (A) The Assignor is the proprietor of the applications for, and registrations of, the intellectual property rights set out in Schedule 1 (together the **Registered IPRs**).

AGREED TERMS

1. INTERPRETATION

The definition in this clause applies in this Agreement.

Encumbrance: a mortgage, charge, pledge, lien, option, restriction, right of first refusal, right of pre-emption, third party right or interest, encumbrance or security interest having similar effect.

2. ASSIGNMENT

2.1 In consideration of the sum of £1 (receipt of which the Assignor hereby acknowledges), the Assignor assigns with full title guarantee, subject in each case to all Encumbrances existing at the date of this Agreement, to the Assignee with the following rights:

- (a) the Registered IPRs;
- (b) all goodwill attaching to the registered trade marks listed in Part 1 of Schedule 1 (Registered Trade Marks); and
- (c) the right to sue for damages and other remedies for any infringement of any of the rights listed in this clause which occurred prior to the date of this Agreement.

3. PRIOR AGREEMENTS

This Agreement take precedent over any previous licence agreements entered into between the parties.

4. FURTHER ASSURANCE

The Assignor shall, from time to time, execute (or procure the execution) of such documents and do such things as the Assignee may reasonably require to give full effect to the transaction intended to be effected under or pursuant to this Agreement and for vesting in the Assignee the full benefit of the rights transferred pursuant to this Agreement.

This Agreement has been entered into on the date shown above.

Schedule 1 - Registered IPRs

Part 1. Registered Trade Marks

| Trade mark | Jurisdiction | Registration number | Classes |
|-------------------------------|---|---------------------|-------------------|
| BARBER RICHMORE | United Kingdom | 2009769B | 29, 30 |
| BARRELLED JAR (ROSE'S JAR) | United Kingdom | 2000865 | 30, 29 |
| BEECH HILL Device | Ireland | 57177 | 29 |
| BROTHER BUNG CHIVERS | United Kingdom United States of America | 483660 1864829 | 29, 30 29 |
| CHIVERS | United Kingdom | 697413 | 30, 29 |
| CHIVERS | United Kingdom | 824059 | 30, 29 |
| CHIVERS | South Africa | B633420 | 29 |
| CHIVERS | Spain | 478534 | 29 |
| CHIVERS | Switzerland | 333991 | 29 |
| CHIVERS | Pakistan | 145931 | 29 |
| CHIVERS | Portugal | 168659 | 30 |
| CHIVERS | Portugal | 168658 | 29 |
| CHIVERS | Russian Federation | 175483 | 29 |
| CHIVERS | United Kingdom | TM1487574 | 30 |
| CHIVERS | Germany | 804772 | 29, 3031 |
| CHIVERS | Gibraltar | GI2283 | 29 |
| CHIVERS | France | 1479595 | 29, 30 |
| CHIVERS | Hong Kong | 19651145 | 30 |
| CHIVERS | Hong Kong | 19651144 | 29 |
| CHIVERS | Canada | TMA142170 | 2, 1 |
| CHIVERS | Denmark | VR197604074 | 29 |
| CHIVERS | Office of Harmonization in the Markets (OHIM) | 134791 | 30, 29, 31 |
| CHIVERS | Japan | 667624 | 29 |
| CHIVERS | Australia | 184216 | 29 |
| CHIVERS | Benelux Trademark/Design Office (BBM/BBDM) | 111128 | 32, 31, 30, 29, 5 |
| CHIVERS | Jamaica | 10255 | 29 |
| CHIVERS | Malta | 26567 | 29 |
| CHIVERS | Malaysia | M040974 | 29 |
| CHIVERS | Malaysia | M040975 | 30 |
| CHIVERS | Ireland | 103071 | 29 |
| CHIVERS | Ireland | 135070 | 30 |
| CHIVERS | Ireland | 103072 | 30 |
| CHIVERS | Ireland | 66656 | 29 |
| CHIVERS | Ireland | 135069 | 29 |
| CHIVERS | Italy | 461032 | 29 |
| CHIVERS | Singapore | 34029 | 30 |
| CHIVERS | Singapore | 34030 | 29 |
| CHIVERS' | United Kingdom | 470452A | 30, 29 |
| CHIVERS' | Ireland | 32053 | 30, 29, 32 |
| CHIVERS | Russian Federation | 174972 | 29 |

| (CYRILLIC) | | | |
|--|--|-----------|---------------|
| CHIVERS EXTRA JAM Device | United Kingdom | 1166569 | 29 |
| CHIVERS FAMILY BREAKFAST MARMALADE | United Kingdom | 982905 | 29 |
| CHIVERS FAMILY BREAKFAST ORANGE/LEMON SHRED MARMAL | United Kingdom | 984903 | 29 |
| CHIVERS FRESH START ORANGE/LEMON SHRED MARMALADE | United Kingdom | 992279 | 29 |
| CHIVERS FRUIT CUP(S) | United Kingdom | 1334542 | 29 |
| CHIVERS FRUIT FOR-ALL | United Kingdom | 1192416 | 29 |
| CHIVERS GOOD MORNING MARMALADE | Ireland | 103073 | 29 |
| CHIVERS HIGH- FRUIT | United Kingdom | 1199495 | 29 |
| CHIVERS JAFFA JELLY Device | United Kingdom | 2043136 | 29 |
| CHIVERS LEMON/ORANGE SHRED MARMALADE | Ireland | 103075 | 29 |
| CHIVERS OLDE ENGLISH | United States of America | 1659907 | 29 |
| CHIVERS OLDE ENGLISH | United Kingdom | 1231789 | 29 |
| CHIVERS OLDE ENGLISH | United Kingdom | TM862283 | 29 |
| CHIVERS OLDE ENGLISH | Spain | 478533 | 29 |
| CHIVERS OLDE ENGLISH | Switzerland | 335191 | 29 |
| CHIVERS OLDE ENGLISH | Nigeria | 16695 | 42 |
| CHIVERS OLDE ENGLISH | Singapore | T6435828H | 29 |
| CHIVERS OLDE ENGLISH | Gibraltar | GI2341 | 29 |
| CHIVERS OLDE ENGLISH | France | 1538598 | 29 |
| CHIVERS OLDE ENGLISH | Hong Kong | 19661078 | 29 |
| CHIVERS OLDE ENGLISH | Canada | TMA148823 | 1 |
| CHIVERS OLDE ENGLISH | Benelux Trademark/Design Office (BBM/BBDM) | 106512 | 29, 5, 31, 30 |
| CHIVERS OLDE | Office of | 689943 | 31, 29, 30 |

| ENGLISH | Harmonization in the Markets (OHIM) | | |
|--|---|---------|---------------|
| CHIVERS OLDE ENGLISH | Japan | 723404 | 30 |
| CHIVERS OLDE ENGLISH | Malaysia | 42680 | 29 |
| CHIVERS OLDE ENGLISH MARMALADE | Nigeria | 14830 | |
| CHIVERS OLDE ENGLISH MARMALADE | Germany | 804897 | 29 |
| CHIVERS OLDE ENGLISH MARMALADE | Australia | 184217 | 29 |
| CHIVERS OLDE ENGLISH MARMALADE | Malta | 9946 | |
| CHIVERS OLDE ENGLISH THICK CUT MARMALADE | Ireland | 103074 | 29 |
| CHIVERS POCKET FRUIT | United Kingdom | 1277921 | 30 |
| CHIVERS TANGY ORANGE/LEMON SHRED MARMALADE | United Kingdom | 1081240 | 29 |
| CHIVERS-HARTLEY | United Kingdom | 890109 | 30 |
| CHIVERS-HARTLEY | United Kingdom | 875677 | 29 |
| COUNTRY FIELDS | United Kingdom | 1220391 | 29 |
| CRYSTAL GOLD | United Kingdom | 729382 | 29 |
| DUO-CAN | United Kingdom | 1017457 | 29 |
| FRUIT BLAST | United Kingdom | 2316625 | 32, 29 |
| FRUIT BLAST | United Kingdom | 2481736 | 30 |
| FRUIT GROVE | United Kingdom | 873118 | 30 |
| FRUITS D'OR | United Kingdom | 1518600 | 29 |
| GEORGIAN | United Kingdom | 932038 | 29 |
| GINGHAM | United Kingdom | 1088246 | 29 |
| GOOD MORNING | Ireland | 74835 | 29 |
| HARTLEY | United Kingdom | 1365393 | 30 |
| HARTLEYS | United Kingdom | 918489 | 29 |
| HARTLEY'S | United Kingdom | 435858 | 29 |
| HARTLEY'S | Spain | 453301 | 31, 30, 5, 29 |
| HARTLEY'S | Switzerland | 333992 | 29 |
| HARTLEY'S | Nigeria | 15911 | 42 |
| HARTLEY'S | Germany | 806911 | 29 |
| HARTLEY'S | Gibraltar | 696 | 42 |
| HARTLEY'S | France | 1538599 | 29 |
| HARTLEY'S | Canada | 36159 | 0 |
| HARTLEY'S | Office of Harmonization in the Markets (OHIM) | 134726 | 30, 29, 31 |
| HARTLEY'S | Ireland | 51787 | 29, 30 |
| HARTLEY'S | Italy | 461033 | 29 |
| HARTLEYS FRUIT AND VEGETABLES | United Kingdom | 953738 | 29 |

| | | | |
|------------------------------------|---|-----------|------------|
| HARTLEY'S NEW JAM | United Kingdom | 1053799 | 29 |
| HARTLEY'S OF ENGLAND | Germany | 824711 | 30 |
| HARTLEY'S SAUCES | United Kingdom | 1251702 | 30 |
| HARTLEY'S SENSATION | United Kingdom | TM2158952 | 30, 29 |
| HARTLEY'S SWEET PICKLE | United Kingdom | 1251701 | 29 |
| HAYWARDS | United Kingdom | 1040041 | 29 |
| HAYWARDS | Office of Harmonization in the Markets (OHIM) | 134692 | 31, 29, 30 |
| HONEYSUCKLE | United Kingdom | 2140073 | 29, 30 |
| IVY HOUSE | United Kingdom | 1214031 | 30 |
| IVY HOUSE | United Kingdom | 1362951 | 29, 30 |
| JIFFI-JELLI | United Kingdom | 758690 | 29 |
| KEILLER | United Kingdom | 2055677 | 29 |
| MA MADE | Germany | 853362 | 32, 29, 31 |
| MAMADE | United Kingdom | 762348 | 29 |
| MAMADE | Sweden | 205839 | 29 |
| MAMADE | Canada | 291735 | 0 |
| MEADOW BLOSSOM | United Kingdom | 2100200 | 29, 30 |
| MILITARY | United Kingdom | 573700 | 30, 29 |
| MOORHOUSES | United Kingdom | 837841 | 29 |
| MOORHOUSES | Germany | DE891058 | 29 |
| MOORHOUSES | France | 1529415 | 29, 30 |
| Moorhouse's | United Kingdom | 758756 | 30, 29 |
| MOORHOUSE'S | United Kingdom | 846314 | 29 |
| MOORHOUSE'S BAKERS CHOICE | United Kingdom | TM1084126 | 29 |
| NELSONS | United Kingdom | 2134611 | 30, 29 |
| NEW HARTLEY'S BEST RANGE | United Kingdom | 2302398 | 29 |
| NEW HARTLEY'S FAMILY RANGE | United Kingdom | 2298745 | 29 |
| NEWTIME | United Kingdom | 906499 | 29 |
| NOSTALGIA | United Kingdom | 1392874 | 29 |
| OLDE ENGLISH MARMALADE | Ireland | 48482 | 29 |
| RICHMORE | United Kingdom | 2009769A | 30, 29 |
| ROTHWELLS | United Kingdom | 929745 | 29 |
| ROTHWELLS | United Kingdom | TM2163425 | 30, 29 |
| ROWATS | United Kingdom | 1391692 | 30, 29 |
| ROWAT'S | United Kingdom | TM635962 | 29, 30 |
| SEASHAPES | United Kingdom | 998395 | 29 |
| SHIRE KID'S STUFF | United Kingdom | TM1529629 | 30, 29 |
| SPLIT SECONDS | United Kingdom | 1316736 | 29 |
| SPRING'S | United Kingdom | 406789 | 30, 29 |
| SPRING'S LINCOLNSHIRE LEMON CHEESE | United Kingdom | 419558 | 29, 30 |
| SPRING'S MAMADE | France | 1483020 | 29 |

| | | | |
|----------------------|--------------------------|-----------|--------|
| SUMMER MEADOW | United Kingdom | 2100205 | 30, 29 |
| SUNDALE | United Kingdom | TM689198 | 29 |
| SUNNY SPREAD | United Kingdom | 574022 | 29, 30 |
| SUNRIPE | United Kingdom | 690825 | 29 |
| TAPERED JAR | United Kingdom | 2000077 | 30, 29 |
| THE KITCHEN CREATIVE | United Kingdom | TM2161957 | 29, 30 |
| TUDOR | United Kingdom | 784942 | 29 |
| WM. P. HARTLEY'S | United States of America | 195986 | 29, 46 |

Part 2. Trade Mark Applications

N/A

Part 3. Registered Patents

| Description | Jurisdiction | Registration number |
|---------------|----------------|---------------------|
| Fruit Filling | United Kingdom | 2368511 |

Part 4. Patent Applications

| Description | Jurisdiction | Application number |
|--|--------------|--------------------|
| Dual Shot Jam Apparatus | Europe | 08252651.8 |
| Vegetable or Fruit Material Removal Apparatus and Method | PCT | PCT/GB2003/001915 |

Part 5. Registered Designs

| Description | Jurisdiction | Registration number |
|-------------------|--------------------|---------------------|
| LOYD GROSSMAN Jar | European Community | 000242128-0001 |
| LOYD GROSSMAN Jar | European Community | 000242128-0002 |
| LOYD GROSSMAN Jar | European Community | 000242128-0003 |
| LOYD GROSSMAN Jar | European Community | 000242128-0004 |

Part 6. Design Applications

N/A

Signed by SUZANNE ELIZABETH
WISE
for and on behalf of
Chivers Hartley Limited

Shiz
.....
Director

Signed by ANDREW MICHAEL
PEELER
for and on behalf of Premier Foods
Group Limited

Peeler
.....
Director

REGISTERED IN THE PATENTS
OFFICE IN RESPECT OF TRADE
MARK(S) NO(S)

Day of 30

CONTROLLER

7