

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM422596

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BN Ranch, LLC		02/28/2017	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Sacred Cow, LLC		
Street Address:	5 Crosby Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10013		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4387879	EAT LIKE IT MATTERS	
Registration Number:	4391757	BN RANCH	
Registration Number:	4391758	BN RANCH EAT LIKE IT MATTERS	
Registration Number:	5055507	RIGHTEOUS DAWG	
CORRESPONDENCE DATA			
Fax Number:	2129748474		
<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:	2129747474		
Email:	tm@cdas.com		
Correspondent Name:	Eleanor M. Lackman		
Address Line 1:	41 Madison Avenue, 38th Floor		
Address Line 2:	Cowan DeBaets Abrahams & Sheppard		
Address Line 4:	New York, NEW YORK 10010		
NAME OF SUBMITTER:	Eleanor M. Lackman		
SIGNATURE:	/eml/		
DATE SIGNED:	04/05/2017		
Total Attachments: 2			
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CH \$115.00 4387879

EXECUTION VERSION

ASSIGNMENT OF TRADEMARKS IN UNITED STATES


BN Ranch, LLC, a California limited liability company (the "Assignor"), having a place of business at 3151 Regatta Blvd, Richmond, CA 90128, is the owner of the trademark registrations identified on Schedule A hereto, including the goodwill of the business connected with the use of, and symbolized by, such marks.

For good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Sacred Cow LLC, a Delaware limited liability company ("Assignee"), the entire right, title and interest in and to the trademark registrations identified on Schedule A and the trademarks which are the subjects thereof, including the goodwill of the business connected with the use of, and symbolized by, said marks and the right to recover for past infringement.

Assignor, further agrees, for itself, its successors and assigns, to execute such further documents and to perform such further lawful acts as may reasonably be requested by Assignee, to effectuate this assignment.


Witness my hand and seal 28th day of February, 2017.

BN RANCH, LLC


Name: Phillip David
Title: Manager

Schedule A

Assignment of Trademarks

Trademark	Serial No.	Reg. No.	Reg. Date
Eat Like It Matters	85821630	4387879	August 20, 2013
BN Ranch	85821626	4391757	August 27, 2013
	85821633	4391758	August 27, 2013
Righteous Dawg	86615768	5055507	October 4, 2016