

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM433955

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Boyle's Famous Corned Beef Co.		06/19/2017	Corporation: IOWA
RECEIVING PARTY DATA			
Name:	BFCB Acquisition, LLC		
Street Address:	8700 Monrovia, Suite 310		
City:	Lenexa		
State/Country:	KANSAS		
Postal Code:	66215		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	1426703	ROYAL ROUND	
Registration Number:	0914134		
Registration Number:	0853746	BOYLE'S	
CORRESPONDENCE DATA			
Fax Number:	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>			
Phone:	3142592000		
Email:	bcipdocketing@bryancave.com		
Correspondent Name:	Mark A. Paskar/BRYAN CAVE LLP		
Address Line 1:	211 North Broadway, Suite 3600		
Address Line 4:	St. Louis, MISSOURI 63102		
NAME OF SUBMITTER:	Mark A. Paskar		
SIGNATURE:	/Mark A. Paskar/		
DATE SIGNED:	07/06/2017		
Total Attachments: 5			
source=Recordation 3#page1.tif			
source=Recordation 3#page2.tif			
source=Recordation 3#page3.tif			

CH \$90.00 1426703

source=Recordation 3#page4.tif

source=Recordation 3#page5.tif

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (this "Assignment"), including all schedules attached hereto, is made effective this 19th day of June 2017, by and among Boyle's Famous Corned Beef Co., an Iowa corporation ("Assignor"), and BFCB Acquisition, LLC, a Delaware limited liability company ("Assignee"). Assignor and Assignee may be referred to in this Assignment each as a "Party" and collectively as the "Parties."

WHEREAS, Assignor and Assignee, together with Auxano Holdings, LLC, a Delaware limited liability company, and Don Wendl, entered into an Asset Purchase Agreement (the "Purchase Agreement") dated as of the date hereof; and

WHEREAS, under the terms of the Purchase Agreement, Assignor transferred to Assignee, inter alia, all of its registered and unregistered trademarks, service marks, trade names, trade dress and logos, registrations and applications therefor and all goodwill associated therewith, including those identified on Schedule 1 hereto (all of the foregoing, the "Assigned Trademarks").

NOW, THEREFORE, in consideration of the execution of the Purchase Agreement, the payment of the consideration stipulated in the Purchase Agreement, the mutual promises and covenants hereinafter set forth, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound thereby, the Parties agree as follows:

1. All capitalized terms not otherwise defined herein, as used in this Assignment, shall have the respective meanings ascribed to such terms in the Purchase Agreement.
2. Assignor hereby confirms that it assigns to Assignee all of Assignor's right, title and interest in, to and under the Assigned Trademarks, including all rights in registrations or applications therefor anywhere in the world, all income and payments now or hereafter due or payable with respect thereto, all causes of action in law or equity relating thereto and all rights to sue, counterclaim and recover for past, present and future infringement and misappropriation of the rights assigned, the same to be held and enjoyed by Assignee, its successors and assigns as fully and entirely as the same would have been held and enjoyed by Assignor had no sale and assignment of said Assigned Trademarks been made.
3. Assignee may record this Assignment with the United States Patent and Trademark Office ("USPTO") and with comparable offices in other jurisdictions throughout the world.
4. This Assignment shall inure to the benefit of and be binding upon the Parties and their respective successors and assigns.
5. This Assignment is executed and delivered pursuant to the Purchase Agreement and is subject to all of the respective representations, warranties, agreements, covenants, terms, conditions and limitations set forth therein. Nothing in this Assignment, express or implied, is intended to or shall be construed to modify, expand or limit in any way the terms of the Purchase Agreement. In the event of any conflict or inconsistency between the terms of the Purchase Agreement and the terms hereof, the terms of the Purchase Agreement shall govern.

6. This Assignment shall be construed in accordance with the laws of the State of Missouri, without giving effect to the conflict of laws rules thereof that would require the application of the laws of any other jurisdiction.

7. This Assignment may be executed in counterparts, each of which shall be deemed to be an original but all of which together will constitute one and the same instrument. Counterpart signature pages to this Assignment transmitted by electronic mail in portable document format (.pdf), or by any other electronic means intended to preserve the original graphic and pictorial appearance of a document, will have the same effect as physical delivery of the paper document bearing an original signature.

[Remainder of page intentionally left blank]

IN WITNESS WHEREOF, the Parties have caused this Assignment to be executed by their duly authorized officers as of the date set forth above.

BOYLE'S FAMOUS CORNED BEEF CO.

By: *Don Wendt*

Print Name: Don Wendt

Print Title: President

ACCEPTED:

BFCB ACQUISITION, LLC

By: _____

Print Name: _____

Print Title: _____

IN WITNESS WHEREOF, the Parties have caused this Assignment to be executed by their duly authorized officers as of the date set forth above.

BOYLE'S FAMOUS CORNED BEEF CO.

By: _____

Print Name: _____

Print Title: _____

ACCEPTED:



BFCB ACQUISITION, LLC

By: Robert W. Scheller

Print Name: Robert W. Scheller

Print Title: Secretary

Schedule 1

Mark	Reg. No.	Reg. Date	Goods
ROYAL ROUND	1,426,703	January 27, 1987	Cuts of beef
	914,134	June 8, 1971	Processed meat products, particularly corned beef, roast beef, smoked beef brisket, and pastrami
	853,746	July 30, 1968	Processed meat products, particularly corned beef, smoked beef brisket, corned beef tongue, and pastrami

Schedule 1 to Trademark Assignment