

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM459840

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ENTITY CONVERSION		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Weetabix Company, Inc.		01/27/2018	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Weetabix Company, LLC		
Street Address:	500 Nickerson Road, Suite 150		
City:	Marlborough		
State/Country:	MASSACHUSETTS		
Postal Code:	01752		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 19			
Property Type	Number	Word Mark	
Serial Number:	73505908	FRUIT CIRCLES	
Serial Number:	74057320	COCOA DOTS	
Serial Number:	75034684	APPLE CINNAMON CIRCLES	
Serial Number:	75224649	PUFFINS	
Serial Number:	75553786	RITE LITE ROUNDS	
Serial Number:	75605334	PEANUT BUTTER DOTS	
Serial Number:	75724423	FRUITY SPECKLES	
Serial Number:	75724623	COCOA SPECKLES	
Serial Number:	77867750		
Serial Number:	78433776	BARBARA'S	
Serial Number:	85270344	SNACKIMALS	
Serial Number:	85853610	MORNING OAT CRUNCH	
Serial Number:	85885047	MULTIGRAIN SPOONFULS	
Serial Number:	85885070	MULTIGRAIN SQUAREFULS	
Serial Number:	86007626	SNACKIMALS	
Serial Number:	86277253	BARBARA'S BETTER GRANOLA	
Serial Number:	86320333	BARBARA'S SINCE 1971	
Serial Number:	86582275	NATURE'S CHOICE	
Serial Number:	87038105	BARBARA'S WILD REWARDS	

CH \$490.00 73505908

CORRESPONDENCE DATA**Fax Number:**

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.

Phone: 617-426-5553**Email:** hiebert@samuelsTM.com**Correspondent Name:** Timothy H. Hiebert**Address Line 1:** Two International Place, Suite 2330**Address Line 4:** Boston, MASSACHUSETTS 02110-4104

NAME OF SUBMITTER:	Timothy H. Hiebert
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SIGNATURE:	/Timothy H. Hiebert/
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DATE SIGNED:	01/29/2018
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Total Attachments: 4

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Delaware

The First State

Page 1

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "THE WEETABIX COMPANY, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "THE WEETABIX COMPANY, INC." TO "WEETABIX COMPANY, LLC", FILED IN THIS OFFICE ON THE TWENTY-SIXTH DAY OF JANUARY, A.D. 2018, AT 11:29 O`CLOCK A.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF CONVERSION IS THE TWENTY-SEVENTH DAY OF JANUARY, A.D. 2018 AT 12:01 O`CLOCK A.M.




Jeffrey W. Bullock, Secretary of State

2085572 8100V
SR# 20180516950

You may verify this certificate online at corp.delaware.gov/authver.shtml

Authentication: 202042549
Date: 01-26-18

TRADEMARK
REEL: 006259 FRAME: 0669


Delaware

The First State

Page 1

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF FORMATION OF "WEETABIX COMPANY, LLC" FILED IN THIS OFFICE ON THE TWENTY-SIXTH DAY OF JANUARY, A.D. 2018, AT 11:29 O`CLOCK A.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF FORMATION IS THE TWENTY-SEVENTH DAY OF JANUARY, A.D. 2018 AT 12:01 O'CLOCK A.M.



Jeffrey W. Bullock, Secretary of State

2085572 8100V
SR# 20180516950

You may verify this certificate online at corp.delaware.gov/authver.shtml

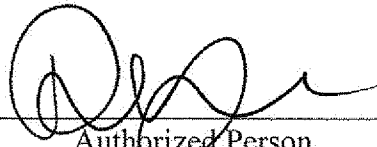
Authentication: 202042549
Date: 01-26-18

TRADEMARK
REEL: 006259 FRAME: 0670

STATE OF DELAWARE
CERTIFICATE OF CONVERSION
FROM A CORPORATION TO A
LIMITED LIABILITY COMPANY PURSUANT TO
SECTION 18-214 OF THE LIMITED LIABILITY ACT

1. The jurisdiction where the Corporation first formed is Delaware.
2. The jurisdiction immediately prior to filing this Certificate is Delaware.
3. The date the corporation first formed is March 12, 1986.
4. The name of the Corporation immediately prior to filing this Certificate is
The Weetabix Company, Inc.
5. The name of the Limited Liability Company as set forth in the Certificate of
Formation is Weetabix Company, LLC.
6. The effective date and time of the conversion is 12:01 a.m. on January 27th, 2018.

IN WITNESS WHEREOF, the undersigned has executed this Certificate on the
26th day of January, A.D. 2018.

By: 
Authorized Person

Name: Diedre J. Gray
Print or Type

STATE of DELAWARE
LIMITED LIABILITY COMPANY
CERTIFICATE of FORMATION

OF

WEETABIX COMPANY, LLC

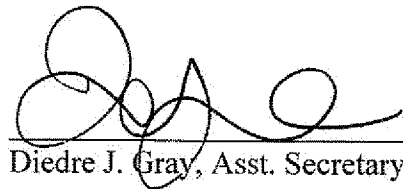
The undersigned, an authorized natural person, for the purposes of forming a limited liability company, under the provisions and subject to the requirements of the State of Delaware (particularly Chapter 18, Title 6 of the Delaware Code and the acts amendatory thereof and supplemental thereto, and known, identified, and referred to as the "Delaware Limited Liability Company Act"), hereby certifies that:

FIRST: The name of the limited liability company is Weetabix Company, LLC.

SECOND: The address of its registered office in the State of Delaware is 3411 Silverside Road Tatnall Building #104, in the City of Wilmington, Delaware 19810. The name of its Registered Agent at such address is Corporate Creations Network Inc.

THIRD: The effective date of formation is 12:01 a.m. on January 27, 2018.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Formation on the 26th day of January, 2018.



Diedre J. Gray, Asst. Secretary

State of Delaware
Secretary of State
Division of Corporations
Delivered 11:29 AM 01/26/2018
FILED 11:29 AM 01/26/2018

SP 0120185572 File Number 2085572
TRADEMARK