

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM492381

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Lon Inc.		09/07/2018	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Lon Operations LLC		
Street Address:	156 Fifth Ave.		
Internal Address:	Second Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10010		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4814856	BREAD	
Registration Number:	4895573		
CORRESPONDENCE DATA			
Fax Number:	2123553333		
<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:	2128138800		
Email:	NY-TM-Admin@goodwinprocter.com		
Correspondent Name:	GOODWIN PROCTER LLP/Janis Nici		
Address Line 1:	620 Eighth Avenue		
Address Line 4:	New York, NEW YORK 10018		
NAME OF SUBMITTER:	Janis Nici		
SIGNATURE:	/janis nici/		
DATE SIGNED:	10/02/2018		
Total Attachments: 2			
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OP \$65.00 4814856

TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made effective this 7th day of September 2018, by and between Lon Inc., a corporation organized and existing under the laws of Delaware, and having a usual place of business at 156 Fifth Ave., Second Floor, New York, NY 10010 ("Assignor") and Lon Operations LLC, a limited liability company organized and existing under the laws of Delaware, and having a usual place of business at 156 Fifth Ave., Second Floor, New York, NY 10010 ("Assignee").

WHEREAS, Assignor holds all right, title and interest in and to the trademarks listed below (the "Marks"):

- (1) "BREAD" - U.S Patent and Trademark Registration No. 4,814,856 registered Sept. 15, 2015
- (2) BREAD LOGO – U.S Patent and Trademark Registration No. 4,895,573 registered February 2, 2016

WHEREAS, Assignor now wishes to assign the Marks to Assignee, and Assignee is desirous of acquiring the Marks from Assignor, together with the goodwill of the business symbolized thereby;

NOW, THEREFORE, in consideration of one hundred U.S. dollars (\$100) and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

Assignor does hereby sell, assign, convey and transfer unto Assignee and its successors, assigns and legal representatives, Assignor's entire right, title and interest in and throughout the world in and to the Marks (including any common law rights that may exist and are associated therewith), together with the goodwill of the business symbolized thereby and appurtenant thereto, the same to be held and enjoyed by Assignee, its successors, permitted assigns or legal representatives, together with income, royalties, damages or payments due on or after the date hereof, including, without limitation, all claims for damages or payments by reason of infringement or unauthorized use of the Marks, along with the right to sue for past infringements and collect same for Assignee's sole use and enjoyment.

Assignor does hereby authorize the Director of the United States Patent & Trademark Office, and the empowered official of any country or countries foreign to the United States whose duty it is to record trademark registrations, applications and title thereto, to record the Marks and title thereto as the property of Assignee, its successors, assigns or legal representatives in accordance with the terms of this instrument.

Assignee and Assignor also agree that multiple copies of this Assignment may be executed, each of which shall be deemed an original, and each of which shall be valid and binding upon Assignee and Assignor.

[Remainder of page intentionally left blank]

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed as a sealed instrument by their duly authorized representatives as of the date first written above.

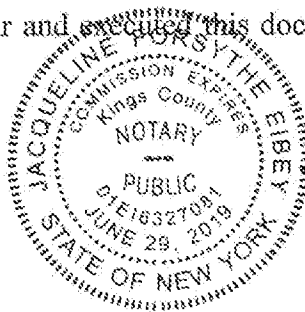
ASSIGNOR: LON INC.
Name: [Signature]
Signature: [Signature]
Title: President

NOTARIZATION

On this 7th day of September, 2018, before me, the undersigned Notary Public, personally appeared Josh Abramowitz, proved to me through satisfactory evidence of identification, which ~~was~~ were driver's license, to be the person whose name is signed on the preceding or attached document, and who swore or affirmed to me that the contents of the document are truthful and accurate to the best of his/her knowledge and belief. The above-indicated individual is duly authorized to execute this document singly on behalf of Assignor and executed this document of his/her own free will.

[Signature]
Signature of Notary

My Commission Expires: June 29, 2019



ASSIGNEE: LON OPERATIONS LLC
Name: [Signature]
Signature: [Signature]
Title: Manager

On this 7th day of September, 2018, before me, the undersigned Notary Public, personally appeared Daniel Simon, proved to me through satisfactory evidence of identification, which ~~was~~ were driver's license, to be the person whose name is signed on the preceding or attached document, and who swore or affirmed to me that the contents of the document are truthful and accurate to the best of his/her knowledge and belief. The above-indicated individual is duly authorized to execute this document singly on behalf of Assignee and executed this document of his/her own free will.

[Signature]
Signature of Notary

My Commission Expires: June 29, 2019

