

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM531070

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Tyrrells Potato Crisps Limited		05/28/2019	Corporation: UNITED KINGDOM
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	KP Snacks Limited		
<b>Street Address:</b>	The Urban Building		
<b>Internal Address:</b>	3-9 Albert Street		
<b>City:</b>	Slough		
<b>State/Country:</b>	UNITED KINGDOM		
<b>Postal Code:</b>	SL1 2BE		
<b>Entity Type:</b>	Limited Corporation: UNITED KINGDOM		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3656329	TYRRELL'S	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Phone:</b>	2128082722		
<b>Email:</b>	shireh@pepperlaw.com		
<b>Correspondent Name:</b>	Howard J. Shire		
<b>Address Line 1:</b>	620 Eighth Avenue		
<b>Address Line 2:</b>	The New York Times Building		
<b>Address Line 4:</b>	New York, NEW YORK 10018		
<b>NAME OF SUBMITTER:</b>	Howard J. Shire		
<b>SIGNATURE:</b>	/howard j. shire/		
<b>DATE SIGNED:</b>	07/09/2019		
<b>Total Attachments: 3</b>			
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## TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is made and entered into this [ ] day of February, 2019, by and between Tyrrells Potato Crisps Limited, a United Kingdom Corporation ("Assignor"), and KP Snacks Limited, a United Kingdom Limited Corporation ("Assignee"), (collectively, the "Parties").

### WITNESSETH:

WHEREAS, Assignor is the owner of the United States Trademarks set forth on Schedule I (the "Trademarks");

WHEREAS, Assignor desires to assign to Assignee all of Assignor's right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks; and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks.

NOW, THEREFORE, in consideration of the premises and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

1. Assignor hereby grants, assigns and conveys to Assignee all of its right, title and interest in and to the Trademarks and in and to any common law rights that Assignor may own to any other trademarks and service marks owned in the United States, together with the goodwill of the business symbolized by the Trademarks and any common law marks, including both the registration listed in Schedule I and all common law rights in and to the Trademarks.
2. Assignor hereby represents and warrants that it has the full right to convey to Assignee all right, title and interest in and to the marks being assigned.
3. The rights transferred by this Assignment include the right to bring all legal actions related to the marks being assigned, including actions for any infringement, whether the infringement occurred before or after this Assignment, and the right to recover damages for such infringement.
4. Assignor agrees to execute, acknowledge and deliver, or cause to be executed, acknowledged and delivered, such further instruments and documents and to perform such further acts as may be reasonably requested by Assignee to effectuate more fully the transactions contemplated by this Assignment.

5. The terms, covenants and provisions of this Assignment shall inure to the benefit of Assignee, its successors and other legal representatives, and shall be binding upon Assignor, its successors, assigns and other legal representatives.

IN WITNESS WHEREOF, the undersigned hereby execute this Assignment as of the date first above written.

**Tyrrells Potato Crisps Limited**

By: 

Name: MARK TYRRELL

Title: CEO

SCHEDULE I

<u>Country</u>	<u>Mark</u>	<u>Appl. No.</u>	<u>Filing Date</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Status</u>	<u>Class(es)</u>
US	TYRRELLS and design	77102365	February 8, 2007	3656329	July 21, 2009	Registered	29

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