

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM567270

<b>SUBMISSION TYPE:</b>	RESUBMISSION
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
<b>RESUBMIT DOCUMENT ID:</b>	900538666

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Peanut Butter Holdings LLC		03/05/2018	Limited Liability Company:

**RECEIVING PARTY DATA**

<b>Name:</b>	PB Crave of NC, LLC
<b>Street Address:</b>	P.O. Box 710
<b>City:</b>	Severn
<b>State/Country:</b>	NORTH CAROLINA
<b>Postal Code:</b>	27877
<b>Entity Type:</b>	Limited Liability Company: NORTH CAROLINA

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
<b>Registration Number:</b>	4536900	PB CRAVE COOKIE NOOKIE

**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:** 9196835514  
**Email:** emailboxtm@oliveandolive.com  
**Correspondent Name:** Vedia Jones-Richardson  
**Address Line 1:** 500 Memorial Street  
**Address Line 4:** Durham, NORTH CAROLINA 27701

<b>ATTORNEY DOCKET NUMBER:</b>	SEPC1604
<b>NAME OF SUBMITTER:</b>	Nicolle S. Paolillo
<b>SIGNATURE:</b>	/Nicolle S. Paolillo/
<b>DATE SIGNED:</b>	03/16/2020

**Total Attachments: 4**

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source=PB Crave SPC - Executed Trademark Assignment, 4850-9005-5518.pdf - Copy#page4.tif

## TRADEMARK ASSIGNMENT

**THIS TRADEMARK ASSIGNMENT** (this "*Assignment*") is made and entered into as of March 5, 2018 ("*Effective Date*") by and between Peanut Butter Holdings LLC, a Delaware limited liability company ("*Assignor*"), and PB Crave of NC, LLC, a North Carolina limited liability company ("*Assignee*").

**WHEREAS**, Assignor and Assignee are parties to that certain Asset Purchase Agreement dated March 5, 2018 (the "*Agreement*");

**WHEREAS**, pursuant to the Agreement, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor, the United States trademark registrations set forth on *Schedule A* attached hereto and the foreign trademark registrations set forth on *Schedule B* attached hereto, in each case, together with the goodwill of the business associated therewith (collectively, the "*Marks*");

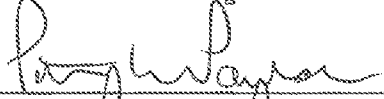
**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee its entire right, title and interest in and to the Marks, for the United States and for all foreign countries, including, without limitation, any registrations and applications therefor, any renewals and extensions of the registrations, and all other corresponding rights that are or may be secured under the laws of the United States or any foreign country, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, together with all income, royalties or payments due or payable as of the Effective Date or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Marks, with the right to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

Assignor hereby requests the Commissioner of Patents and Trademarks, and the corresponding entities or agencies in any applicable foreign countries, to record Assignee as the assignee and owner of the Marks.

\* \* \* \* \*

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

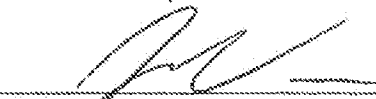
Peanut Butter Holdings LLC



Name: Peter Paulsen

Title: CEO

PB Crave of NC, LLC



Name: Jeffrey T. Vansoren

Title: MANAGER

**SCHEDULE A**

**U.S. TRADEMARK REGISTRATIONS**

<b>Trademark No.</b>	<b>Registration Date</b>	<b>Mark</b>
4536900	05/27/2014	PB Crave Cookie Nookie
4071782	12/13/2011	PB Crave

**SCHEDULE B**

**FOREIGN TRADEMARK REGISTRATIONS**

<b>Country</b>	<b>Registration No.</b>	<b>Mark</b>
China	13012927	PB Crave