

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM567267

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900538661		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Peanut Butter Holdings LLC		03/05/2018	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	PB Crave of NC, LLC		
Street Address:	P.O. Box 710		
City:	Severn		
State/Country:	UNITED STATES		
Postal Code:	27877		
Entity Type:	Limited Liability Company: NORTH CAROLINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85177461	PB CRAVE	
CORRESPONDENCE DATA			
Fax Number:			
<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:	9196835514		
Email:	emailboxtm@oliveandolive.com		
Correspondent Name:	Vedia Jones-Richardson		
Address Line 1:	500 Memorial Street		
Address Line 4:	Durham, NORTH CAROLINA 27701		
ATTORNEY DOCKET NUMBER:	SEPC1603		
NAME OF SUBMITTER:	Nicolle S. Paolillo		
SIGNATURE:	/Nicolle S. Paolillo/		
DATE SIGNED:	03/16/2020		
Total Attachments: 4			
source=PB Crave SPC - Executed Trademark Assignment, 4850-9005-5518.pdf#page1.tif			
source=PB Crave SPC - Executed Trademark Assignment, 4850-9005-5518.pdf#page2.tif			
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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*");

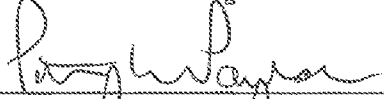
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee its entire right, title and interest in and to the Marks, for the United States and for all foreign countries, including, 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.

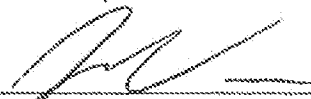
Peanut Butter Holdings LLC



Name: Peter Paulsen

Title: CEO

PB Crave of NC, LLC



Name: Jeffrey T. Vansoren

Title: MANAGER

SCHEDULE A

U.S. TRADEMARK REGISTRATIONS

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

SCHEDULE B

FOREIGN TRADEMARK REGISTRATIONS

Country	Registration No.	Mark
China	13012927	PB Crave