

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM651104

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Kraft Foods Group Brands LLC		05/14/2021	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	KFGB Holdings LLC		
Street Address:	200 East Randolph Street		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60601		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2316839	HEAT	
CORRESPONDENCE DATA			
Fax Number:	4122814148		
<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:	4124566004		
Email:	sally.stodolsky@kraftheinz.com		
Correspondent Name:	Sabrina J. Hudson		
Address Line 1:	One PPG Place		
Address Line 4:	Pittsburgh, PENNSYLVANIA 15222		
NAME OF SUBMITTER:	Sabrina J. Hudson		
SIGNATURE:	/Sabrina J. Hudson/		
DATE SIGNED:	06/02/2021		
Total Attachments: 2			
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INTELLECTUAL PROPERTY ASSIGNMENT
(Trademark)

This Intellectual Property Assignment is made effective as of May 14, 2021, by and between Kraft Foods Group Brands LLC, a Delaware limited liability company, located at 200 East Randolph Street, Chicago, Illinois 60601 ("Assignor") and KFGB Holdings LLC, a Delaware limited liability company, located at 200 East Randolph Street, Chicago, Illinois 60601 ("Assignee").

RECITALS

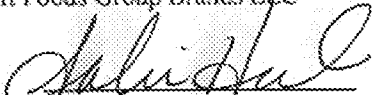
WHEREAS, Assignor owns the trademark registration set forth in Schedule A, as well as any associated unregistered common law trademarks, trade dress, copyrights and label designs related to the foregoing (collectively, the "Intellectual Property"); and

WHEREAS, Assignee is desirous of acquiring all Assignor's right, title and interest in and to the Intellectual Property, including the portion of the business to which the Intellectual Property pertains, and the goodwill of the business connected with the use thereof and symbolized thereby.


NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, convey, sell, transfer and deliver all its rights, title and interest in and to the Intellectual Property, together with the portion of the business to which the Intellectual Property pertains, and the goodwill of the business connected with the use of and symbolized by the Intellectual Property, to Assignee.

Assignor agrees to execute any and all additional documents that may be necessary from time to time to protect and record title to the Intellectual Property to Assignee and to carry out the intent of this assignment.

ASSIGNOR
Kraft Foods Group Brands LLC

By: 
Name: Sabrina Hudson
Title: Deputy General Counsel

ASSIGNEE
KFGB Holdings LLC

By: 
Name: Julianne Groetsch
Title: Manager

Schedule A

Trademark	Country	Status	App. Date	App. No	Reg. Date	Reg. No	Classes
HEAT	United States of America	Registered	26 April 1999	75/693080	8 Feb 2000	2316839	29