

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM687219

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		11/01/2021	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: 18			
Property Type	Number	Word Mark	
Registration Number:	1616894	BREAKSTONE'S	
Registration Number:	0649803	BREAKSTONE'S	
Registration Number:	2322119	COTTAGE DOUBLES	
Registration Number:	0643012	CRACKER BARREL	
Registration Number:	5383365	CRACKER BARREL	
Registration Number:	6225135	CRACKER BARREL ASIAGO	
Registration Number:	1555914	KNUDSEN	
Registration Number:	1187049	KNUDSEN	
Registration Number:	2144881	KNUDSEN	
Registration Number:	1769027	KNUDSEN	
Registration Number:	1232912	KNUDSEN	
Registration Number:	0564665	KNUDSEN	
Registration Number:	1187050	KNUDSEN	
Registration Number:	2143060	KNUDSEN ON THE GO	
Registration Number:	3450065	LIVE ACTIVE	
Registration Number:	3392678	LIVEACTIVE	
Registration Number:	0565889	POLLY-O	
Registration Number:	2463932	POLLY-O PREMIUM ITALIAN CHEESES ALL NATU	

CH \$465.00 1616894

CORRESPONDENCE DATA**Fax Number:** 4122814148*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:** 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:** 11/10/2021**Total Attachments: 8**

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TRADEMARK ASSIGNMENT

This Trademark Assignment is made effective as of November 1, 2021, by and between Kraft Foods Group Brands LLC, a Delaware limited liability company, located at 200 East Randolph Street, Suite 7600, Chicago, Illinois 60601 ("Assignor") and KFGB Holdings LLC, a Delaware limited liability company, located at 200 East Randolph Street, Suite 7600, Chicago, Illinois 60601 ("Assignee").

RECITALS

WHEREAS, Assignor owns the trademark applications and registrations set forth in Schedule A, all renewals in connection therewith, and the goodwill of the business symbolized thereby (collectively, the "Trademarks"); and

WHEREAS, Assignee desires to acquire, and Assignor has agreed to assign, all Assignor's right, title and interest in and to the Trademarks, including the portion of the business to which the Trademarks pertain 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 and Assignee agree as follows:

Assignor does hereby assign, convey, sell, transfer and deliver to Assignee and Assignee does hereby accept all rights, title and interest of Assignor in and to the Trademarks, together with the portion of the business to which the Trademarks pertain, and the goodwill of the business connected with the use of and symbolized by the Trademarks.

Assignor hereby authorizes the Commissioner of Trademarks in the United States Patent and Trademark Office and all other comparable foreign offices throughout the world to record Assignee as the assignee of all of Assignor's rights, title and interest in and to the Trademarks and to deliver to Assignee, and to Assignee's attorneys, agents, successors or assigns, all official documents and communications.

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

[Signature Page Follows]

Intending to be legally bound, the undersigned have executed this Trademark Assignment as of the date first written above.

ASSIGNOR
Kraft Foods Group Brands LLC


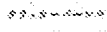
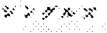
By: *Sabrina J. Hudson*
Name: Sabrina J. Hudson
Title: Deputy General Counsel

ASSIGNEE
KFGB Holdings LLC


By: *Julie Groetsch*
Name: Julie Groetsch
Title: Manager

[Signature Page to Trademark Assignment]

Schedule A

Trademark	Country	Status	App. Date	App. No	Reg. Date	Reg. No	Classes
CHEEZ WHIZ	Australia	Registered	18 Jun 1954	118854	18 Jun 1954	118854	29
CRACKER BARREL	Australia	Registered	20 Dec 1954	121423	20 Dec 1954	121423	29
DELI DELUXE	Australia	Registered	3 Oct 2017	01877261	17 Oct 2018	1877261	29
	Australia	Registered	22 Mar 1989	507281	22 Mar 1989	507281	29
LIVEACTIVE	Canada	Registered	16 Nov 2006	1324428	12 May 2010	786551	0
LIVEACTIVE	Canada	Registered	16 Nov 2006	1324426	26 Jan 2010	757883	0
CHEEZ WHIZ	China	Registered	3 Apr 1991	91011912	20 Mar 1992	587189	29
BREAKSTONE'S	Dominican Republic	Registered	31 Jan 1995	77559	15 May 1995	77559	29, 30
CHEEZ WHIZ	Dominican Republic	Registered	9 Nov 1984	054893	30 Jan 1985	38286	29
CHEEZ WHIZ	Hong Kong	Registered	24 Oct 1978	2053/1978	24 Oct 1978	19801157	29
CHEEZ WHIZ	Japan	Registered	17 May 1990	H02-55638	30 Nov 1992	2476843	29
CRACKER BARREL	Japan	Registered	17 Mar 1971	24831/1971	15 Aug 1974	1082142	29, 30
	Japan	Registered	10 Mar 1989	27615/1989	30 Sep 1991	2335685	29
SINGLES	Japan	Registered	29 Sep 2003	84568/2003	28 May 2004	4775008	29
SINGLES	Japan	Registered	26 Jun 1990	72773/1990	29 Jan 1993	2497994	29
	Japan	Registered	3 Aug 1990	89516/1990	20 Apr 1993	2528743	29
CRACKER BARREL	Mexico	Registered	17 Oct 2013	1423402	22 Jan 2014	1428720	29
SINGLES	Mexico	Registered	31 Jan 1991	105798N	31 Jan 1991	408012	29

SINGLES QUESO DE VERDAD, AMOR DE VERDAD	Mexico	Registered	14 Jan 2010	58387	25 Jun 2010	59066	29
CHEEZ WHIZ	New Zealand	Registered	12 May 1989	193113	12 May 1989	193113	29
CRACKER BARREL	New Zealand	Registered	7 Jul 1961	67514	7 Jul 1961	67514	29
CRACKER BARREL ASIAGO	New Zealand	Registered	18 Sep 2019	1130314	19 Mar 2020	1130314	29
DELI DELUXE	New Zealand	Registered	3 Oct 2017	1077482	4 Apr 2018	1077482	29
CHEEZ WHIZ	Panama	Registered	27 Apr 1972	546	18 Dec 1972	17140	29
CRACKER BARREL	Panama	Registered	27 Apr 1972	547	5 Dec 1972	17091-01	29
SINGLES	Panama	Registered	9 Mar 1998	92888	9 Mar 1998	92888	29
SINGLES	Philippines	Registered	25 Jul 1998	4-1998- 005177	8 Jul 2004	4-1998-005177	29
SINGLES	Philippines	Registered	26 Jun 2007	4-2007- 500472	15 Oct 2009	4-2007-500472	29
CHEEZ WHIZ	Puerto Rico	Registered	27 Feb 2019	233223- 30-1	27 Feb 2019	221858	30
CHEEZ WHIZ	Puerto Rico	Registered	27 Feb 2019	233222- 29-1	27 Feb 2019	221857	29
CHEEZ WHIZ	Republic of Korea (South)	Pending	9 Nov 2020	40-2020- 199613			29
CRACKER BARREL	Republic of Korea (South)	Registered	21 Apr 1983	40-1983- 0005666	9 Nov 1984	106920	29
SINGLES	Republic of Korea (South)	Registered	10 Oct 2003	40-2003- 0044795	13 Oct 2004	595861	29
SINGLES: 싱글즈	Republic of Korea (South)	Registered	24 Aug 1990	25223/1990	13 Jan 1993	257185	29
CHEEZ WHIZ	Singapore	Registered	28 Aug 1995	S/8159/95	28 Aug 1995	T9508159H	29

BREAKSTONE'S	United States of America	Registered	22 Dec 1989	74/014730	9 Oct 1990	1615894	29
	United States of America	Registered	5 Mar 1956	72/003810	6 Aug 1957	649803	29
COTTAGE DOUBLES - BREAKSTONE'S	United States of America	Registered	1 May 1997	75/284979	22 Feb 2000	2322119	29
CRACKER BARREL	United States of America	Registered	14 Oct 1950	71604915	19 Mar 1957	643012	29
CRACKER BARREL	United States of America	Registered	28 Jul 2016	87119933	23 Jan 2018	5383365	30
CRACKER BARREL ASIAGO	United States of America	Registered	15 Oct 2019	88654286	22 Dec 2020	8225135	29
GNUDSEN	United States of America	Registered	24 Oct 1988	73759393	12 Sep 1989	1555914	29
GNUDSEN	United States of America	Registered	17 Mar 1980	73254452	19 Jan 1982	1187049	32
GNUDSEN	United States of America	Registered	6 Oct 1994	74/616610	17 Mar 1998	2144881	29
	United States of America	Registered	5 Apr 1990	74/046706	4 May 1993	1769027	29
	United States of America	Registered	13 Feb 1981	73297117	29 Mar 1983	1232912	29
<i>Knudsen</i>	United States of America	Registered	16 Mar 1951	71/611430	30 Sep 1952	564665	29, 30
<i>Knudsen</i>	United States of America	Registered	17 Mar 1980	73254453	19 Jan 1982	1187050	32
GNUDSEN ON THE GO	United States of America	Registered	31 Jul 1995	74/708795	10 Mar 1998	2143060	29
LIVE ACTIVE	United States of America	Registered	5 Oct 2006	77/014276	17 Jun 2008	3450065	29

LIVEACTIVE United States of America Registered 17 Nov 2006 77/975151 4 Mar 2008 3392676 29

POLLY-O United States of America Registered 17 Feb 1950 71592659 28 Oct 1952 566889 29



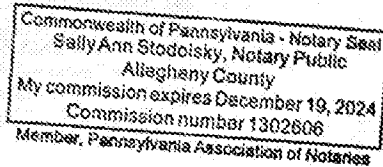
United States of America Registered 12 Jun 2000 76/069259 26 Jun 2001 2463932 29

NOTARIAL AFFIDAVIT

COMMONWEALTH OF PENNSYLVANIA)
) SS:
COUNTY OF ALLEGHENY)

I CERTIFY that the attached original Trademark Assignment document reflects the original and authentic signature of Sabrina J. Hudson, Deputy General Counsel of Kraft Foods Group Brands LLC.

I hereto set my hand and official seal on this 1st day of November 2021.



Sally Ann Stodolsky
Notary Public: Sally Ann Stodolsky

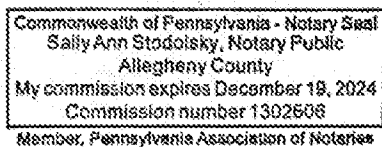
My commission expires: December 19, 2024

NOTARIAL AFFIDAVIT

COMMONWEALTH OF PENNSYLVANIA)
) SS:
COUNTY OF ALLEGHENY)

I CERTIFY that the attached original Trademark Assignment document reflects the original and authentic signature of Julie Groetsch, Manager of KFGH Holdings LLC.

I hereto set my hand and official seal on this 1st day of November 2021.



Sally Ann Stodolsky
Notary Public: Sally Ann Stodolsky

My commission expires: December 19, 2024