

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM705086

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Betterer Foods, Inc.		01/14/2022	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	The Planting Hope Company Inc.		
Street Address:	725 Granville Street		
Internal Address:	Suite 400		
City:	Vancouver, British Columbia		
State/Country:	CANADA		
Postal Code:	V7Y 1G5		
Entity Type:	Corporation: CANADA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	88506154	RIGHTGRAIN	
Serial Number:	90477508	RIGHTCUP	
Registration Number:	5597052	RIGHTRICE	
CORRESPONDENCE DATA			
Fax Number:	2067492006		
<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:	2064478925		
Email:	nancy.stephens@foster.com		
Correspondent Name:	Nancy V. Stephens		
Address Line 1:	1111 3rd Avenue		
Address Line 2:	SUITE 3000		
Address Line 4:	Seattle, WASHINGTON 98101		
ATTORNEY DOCKET NUMBER:	501488-100		
NAME OF SUBMITTER:	Nancy V. Stephens		
SIGNATURE:	/Nancy V. Stephens/		
DATE SIGNED:	01/27/2022		
Total Attachments: 4			

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DEED OF ASSIGNMENT

THIS DEED OF ASSIGNMENT IS MADE BETWEEN:

Betterer Foods, Inc., d/b/a "RightRice," a Delaware corporation having its office at 2857 Filbert Street, San Francisco, CA 94123, USA ("Assignor")

AND

The Planting Hope Company Inc., a British Columbia company having its office at Suite 400, 725 Granville Street, Vancouver, British Columbia V7Y 1G5, Canada ("Assignee").

WHEREAS:

- A. Assignor is the owner of the Trademarks recited in the attached Schedule A ("Marks");
- B. Assignee is desirous of acquiring said Mark(s) and the applications and registration(s) thereof;
- C. Assignee is a successor to a portion of the business of the Assignor to which the Marks pertain; and
- D. Assignor and Assignee have entered into a certain Asset Purchase Agreement dated January 13, 2022 (the "Purchase Agreement"), assigning, among other things, all right, title and interest in and to the Marks and in and to the registrations and/or applications for same from Assignor to Assignee;

NOW, THEREFORE, for the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

1. Assignor hereby sells, assigns, transfers, and sets over to Assignee all of Assignor's rights, title, and interest in and to the Marks and applications and registrations for the same, together with the goodwill of the business symbolized and associated with the Marks, and the right to sue for past infringements and unauthorized uses of the Marks.
2. Assignee hereby accepts such assignment and transfer.
3. All representations, warranties, and covenants of Assignor and Assignee related to the Marks set forth in the Purchase Agreement are incorporated herein.
4. Assignor does hereby authorize the empowered official of any country or countries whose duty it is to record trademark and service mark registrations,

applications, and title thereto (each, a “Government Official”), to record the Marks and applications and registrations for the same and title thereto as the property of Assignee, its successors and assigns.

5. Assignor and Assignee hereby agree that Assignee shall be solely responsible for making such filings with Government Officials as are necessary or advisable to fully effectuate this Assignment, and Assignor and its successors and assigns shall, without further compensation, execute and deliver such documents provided by Assignee that are reasonably requested by Assignee in connection therewith.

IN WITNESS WHEREOF, the parties have executed this Deed of Assignment effective as of January 14, 2022.

Betterer Foods, Inc., Assignor

By: DocuSigned by:
Keith Belling
E4FFC22FF88E42F...

Name: Keith Belling

Title: Chief Executive Officer

The Planting Hope Company Inc., Assignee

By: DocuSigned by:
Julia Stamberger
47FBA320C1A94F9...

Name: Julia Stamberger

Title: Chief Executive Officer

Schedule A

Marks

<u>Country</u>	<u>Mark</u>	<u>Mark Status</u>	<u>App. No. Reg. No.</u>	<u>App. Date Reg. Date</u>	<u>Grant Date</u>	<u>Class(es)</u>
Australia (WIPO)	RIGHTRICE	Registered	1449946 1989843	12/17/2018 12/17/2018	10/28/2019	029, 030
Canada	RIGHTRICE	Pending	1936126	12/14/2018		029, 030
China (WIPO)	RIGHTRICE	Registered	1449946 1449946	12/17/2018 12/17/2018		029
European Union (WIPO)	RIGHTRICE	Registered	1449946 1449946	12/17/2018 12/17/2018	07/16/2019	029, 030
Israel (WIPO)	RIGHTRICE	Registered	1449946	12/17/2018 12/17/2018	12/09/2019	029, 030
Japan (WIPO)	RIGHTRICE	Registered	1449946 1449946	12/17/2018 12/17/2018	12/25/2020	029, 030
Mexico (WIPO)	RIGHTRICE	Registered	2167380 2043625	12/17/2018 12/17/2018	10/01/2019	029
Mexico (WIPO)	RIGHTRICE	Registered	2167381 2086493	12/17/2018 12/17/2018	02/24/2020	030
New Zealand (WIPO)	RIGHTRICE	Registered	1449946 1113794	12/17/2018 12/17/2018	07/02/2019	029, 030
Norway (WIPO)	RIGHTRICE	Registered	1449946 1449946	12/17/2018 12/17/2018	01/24/2020	029, 030

<u>Country</u>	<u>Mark</u>	<u>Mark Status</u>	<u>App. No. Reg. No.</u>	<u>App. Date Reg. Date</u>	<u>Grant Date</u>	<u>Class(es)</u>
Switzerland (WIPO)	RIGHTRICE	Registered	1449946 1449946	12/17/2018 12/17/2018	12/13/2019	029, 030
United Kingdom	RIGHTRICE	Registered	1449946 UK00801449946	12/17/2018 12/17/2018	07/16/2019	029, 030
United Kingdom (WIPO)	RIGHTRICE	Registered	1449946 1449946	12/17/2018 12/17/2018	05/09/2019	029, 030
United States	RIGHTCUP	Pending	90477508	01/20/2021		030
United States	RIGHTGRAIN	Pending	88506154	07/09/2019		029, 030
United States	RIGHTRICE	Registered	87598342 5597052	09/06/2017 10/30/2018		029, 030
WIPO	RIGHTRICE	Registered	1449946 1449946	12/17/2018 12/17/2018	02/14/2019	029, 030