

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM747256

<b>SUBMISSION TYPE:</b>	RESUBMISSION		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>RESUBMIT DOCUMENT ID:</b>	900658065		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Kraft Foods Group Brands LLC		11/19/2021	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	KFGB Holdings LLC		
<b>Street Address:</b>	200 East Randolph Street		
<b>City:</b>	Chicago		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60601		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	6324030	CHEESE WISELY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	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>			
<b>Phone:</b>	4124566004		
<b>Email:</b>	sally.stodolsky@kraftheinz.com		
<b>Correspondent Name:</b>	Sabrina J. Hudson		
<b>Address Line 1:</b>	One PPG Place		
<b>Address Line 4:</b>	Pittsburgh, PENNSYLVANIA 15222		
<b>NAME OF SUBMITTER:</b>	Sabrina J. Hudson		
<b>SIGNATURE:</b>	/Sabrina J. Hudson/		
<b>DATE SIGNED:</b>	08/10/2022		
<b>Total Attachments: 3</b>			
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source=Assignment Cheese Wisely (Executed)#page3.tif			

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 and trademark registration as set forth in Schedule A, all renewals in connection therewith, and the goodwill of the business symbolized thereby (collectively, the “Trademark”); and

WHEREAS, Assignee desires to acquire, and Assignor has agreed to assign, all Assignor’s right, title and interest in and to the Trademark, including the portion of the business to which the Trademark 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 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 Trademark, together with the portion of the business to which the Trademark pertains, and the goodwill of the business connected with the use of and symbolized by the Trademark.

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 Trademark 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 Trademark 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

ASSIGNEE  
KFGB Holdings LLC

By: *Sabrina J. Hudson*  
Sabrina J. Hudson (Nov 19, 2021 12:29 EST)  
Name: Sabrina J. Hudson  
Title: Deputy General Counsel

By: *Julie Groetsch*  
Julie Groetsch (Nov 19, 2021 13:06 EST)  
Name: Julie Groetsch  
Title: Manager

[Signature Page to Trademark Assignment]

# Schedule A Trademark(s)

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Trademark	Country	Owner	App. Date	App. No	Reg. Date	Reg. No.
CHEESE WISELY	United States of America	KRAFT FOODS GROUP BRANDS LLC	20 Apr 2020	88879042	4 Aug 2021	6324030

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