

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM748508

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
KFGB Holdings LLC		07/28/2022	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Lactalis Heritage Dairy, Inc.		
Street Address:	540 West Madison Street		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60661		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 17			
Property Type	Number	Word Mark	
Registration Number:	1616894	BREAKSTONE'S	
Registration Number:	0649803	BREAKSTONE'S	
Registration Number:	6324030	CHEESE WISELY	
Registration Number:	2322119	COTTAGE DOUBLES	
Registration Number:	5383365	CRACKER BARREL	
Registration Number:	0643012	CRACKER BARREL	
Registration Number:	6225135	CRACKER BARREL ASIAGO	
Registration Number:	1555914	KNUDSEN	
Registration Number:	2144881	KNUDSEN	
Registration Number:	0564665	KNUDSEN	
Registration Number:	1232912	KNUDSEN	
Registration Number:	1769027	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	
CORRESPONDENCE DATA			

CH \$440.00 1616894

Fax Number:

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: 212-813-8230
Email: ferraro-docket@fzlj.com
Correspondent Name: Joyce M. Ferraro
Address Line 1: 151 West 42nd Street, 17th Floor
Address Line 4: New York, NEW YORK 10036

ATTORNEY DOCKET NUMBER:	LTLS 2207467
NAME OF SUBMITTER:	Joyce M. Ferraro
SIGNATURE:	/jmf/
DATE SIGNED:	08/15/2022

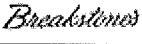

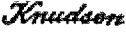



Total Attachments: 2

source=United States - KFGB Holdings LLC to LHD - Assignment Deed (Executed) (F4735246x96B9E)#page1.tif
source=United States - KFGB Holdings LLC to LHD - Assignment Deed (Executed) (F4735246x96B9E)#page2.tif

UNITED STATES OF AMERICA

ASSIGNMENT

WHEREAS, KFGB Holdings LLC, a Delaware limited liability company, located at 200 East Randolph Street, Chicago, Illinois 60601, United States of America (“**Assignor**”), is the owner of the following trademarks and registrations thereof (hereinafter, the “**Trademarks**”);

TRADEMARK	REGISTRATION NO.
BREAKSTONE'S	1,616,894
BREAKSTONE'S (Stylized) 	649,803
CHEESE WISELY	6,324,030
COTTAGE DOUBLES	2,322,119
CRACKER BARREL	5,383,365
CRACKER BARREL (Stylized) 	643,012
CRACKER BARREL ASIAGO	6,225,135
GNUDSEN	1,555,914
GNUDSEN	2,144,881
GNUDSEN (Stylized - script) 	564,665
GNUDSEN and Barn Design 	1,232,912
GNUDSEN and Design 	1,769,027
GNUDSEN ON THE GO	2,143,060
LIVE ACTIVE	3,450,065
LIVEACTIVE	3,392,678
POLLY-O	565,889
POLLY-O PREMIUM ITALIAN CHEESES ALL NATURAL SINCE 1899 	2,463,932

and **WHEREAS**, Lactalis Heritage Dairy, Inc., a Delaware corporation, located at 540 West Madison Street, Chicago, Illinois 60661, United States of America (“**Assignee**”), is desirous of acquiring the Trademarks.

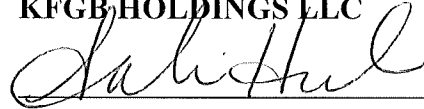
NOW, THEREFORE, for good and valuable consideration, A:

**TRADEMARK
REEL: 007822 FRAME: 0515**

Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified registrations therefor, and with all claims arising out of or relating to the use or ownership of the Trademarks.

KFGB HOLDINGS LLC

By:



Name:

Sabrina Hudson

Title:

Deputy General Counsel

Date:

July 28, 2022