

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM758208

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		09/01/2022	Limited Liability Company: DELAWARE
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: 4			
Property Type	Number	Word Mark	
Registration Number:	1245524	HEXAGON	
Registration Number:	0783311	PARMTANG	
Registration Number:	0802471	ROMANOTANG	
Registration Number:	1014215	SEQUOIA	
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:	4122373941		
Email:	sally.stodolsky@kraftheinz.com		
Correspondent Name:	Patricia Hu		
Address Line 1:	One PPG Place		
Address Line 4:	Pittsburgh, PENNSYLVANIA 15222		
NAME OF SUBMITTER:	Patricia Q. Hu		
SIGNATURE:	/Patricia Q. Hu/		
DATE SIGNED:	09/29/2022		
Total Attachments: 5			
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TRADEMARK ASSIGNMENT

This Trademark Assignment is made effective as of September 1, 2022, 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”).

WHEREAS, Assignor owns the trademarks as set forth in Schedules A, B and C (collectively, the “Trademarks”), all rights, title, interest, applications, registrations and renewals in connection therewith, and the goodwill of the businesses symbolized thereby; and

WHEREAS, Assignee desires to acquire, and Assignor has agreed to assign, all Assignor’s rights, 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, in consideration of the payment of One (\$1.00) Dollar in United States currency, inclusive of all taxes, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor and Assignee agree as follows:

Effective September 1, 2022, Assignor does hereby irrevocably 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, including without limitation all applications, registrations, and renewals in connection with any of the Trademarks, all common law rights in the Trademarks, all causes of action for the infringement or passing in connection with any of the Trademarks, together with the portion of the business to which the any of the Trademarks pertain, and the goodwill of the business connected with the use of and symbolized by any of 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 hereby undertakes, without further consideration, to execute all such documents and do all such acts as may be reasonably necessary from time to time to perfect this assignment, to effect recordal and registration of same by the Commissioner of Trademarks in the United States Patent and Trademark Office and all other comparable foreign offices throughout the world, to protect title to the Trademarks 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*
Sabrina J. Hudson (Sep 28, 2022 10:52:43PT)
Name: Sabrina J. Hudson
Title: Deputy General Counsel

ASSIGNEE
KFGB Holdings LLC

By: *Julie Groetsch*
Julie Groetsch (Sep 28, 2022 14:50:13PT)
Name: Julie Groetsch
Title: Manager

Schedule A Registered Trademark(s)

<i>Trademark</i>	<i>Country</i>	<i>Owner</i>	<i>App. Date</i>	<i>App. No</i>	<i>Reg. Date</i>	<i>Reg. No.</i>
HEXAGON (Word)	United States of America	KRAFT FOODS GROUP BRANDS LLC	12 May 1982	73/364166	12 Jul 1983	1245524
PARMTANG	United States of America	KRAFT FOODS GROUP BRANDS LLC	1 Apr 1964	783311	12 Jan 1965	0783311
ROMANOTANG	United States of America	KRAFT FOODS GROUP BRANDS LLC	27 May 1964	194411	18 Jan 1966	0802471
SEQUOIA	United States of America	KRAFT FOODS GROUP BRANDS LLC	12 Feb 1974	73012082	24 Jun 1975	1014215

Schedule B Registered Trademark(s)

<i>Trademark</i>	<i>Country</i>	<i>Owner</i>	<i>App. Date</i>	<i>App. No</i>	<i>Reg. Date</i>	<i>Reg. No.</i>
“CHEEZTANG”	Canada	KRAFT FOODS GROUP BRANDS LLC	19 Jan 1953	199177	19 Jan 1953	UCA45556

Schedule C Common Law Trademark(s)

- 1. SHARPEE**
- 2. FLAVORCREST**
- 3. PARMZING**
- 4. ROMANOZING**
- 5. CHEEZBLAST**