

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM764055

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Welcome Dairy, LLC		10/27/2022	Limited Liability Company: WISCONSIN
RECEIVING PARTY DATA			
Name:	Revela Foods, LLC		
Street Address:	2770 S. 171st Street		
City:	New Berlin		
State/Country:	WISCONSIN		
Postal Code:	53151		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Serial Number:	88880855	COME INNOVATE WITH US	
Serial Number:	88890234	MAKING CHEESE WORK FOR YOU	
Serial Number:	88890244	MAKING CHEESE WORK FOR YOU SINCE 1899	
Serial Number:	97254774	REVELA FOODS	
Serial Number:	97359150	REVELA FOODS	
Serial Number:	97430558	R	
Serial Number:	97430552	FOODIE	
Serial Number:	97430545	LIFE IS COMPLICATED, FOOD DOESN'T HAVE T	
Serial Number:	97430534	INSPIRING A PASSION FOR FOOD THROUGH PEO	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Email:	tadmin@reinhardt.com		
Correspondent Name:	Daniel E. Kattman		
Address Line 1:	1000 N. Water Street		
Address Line 2:	Suite 1700		
Address Line 4:	Milwaukee, WISCONSIN 53202		
NAME OF SUBMITTER:	Heidi R. Thole		

CH \$240.00 88880855

SIGNATURE:	/hrt/
DATE SIGNED:	10/27/2022
Total Attachments: 2 source=Welcome Dairy, LLC Trademark Assignment#page1.tif source=Welcome Dairy, LLC Trademark Assignment#page2.tif	

TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (the "Assignment"), effective the date of execution, is by and between Welcome Dairy, LLC, a Wisconsin Limited Liability Company ("Assignor") and Revela Foods, LLC, a Delaware Limited Liability Company ("Assignee").

In exchange for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby irrevocably assigns, conveys, and transfers to Assignee all of Assignor's rights, title and interest in and to the following: (a) the trademarks, trademark registrations and trademark applications set forth on Exhibit A ("Assigned Trademarks") hereto, together with all the goodwill associated therewith on a worldwide basis; provided that, with respect to the United States intent to use applications set forth on Exhibit A, the transfer of such applications accompanies the transfer of that portion of Assignor's business to which the trademark pertains, and that business is ongoing and existing; (b) any and all common law rights in the Assigned Trademarks held by Assignor; (c) any renewal rights to the Assigned Trademarks; and (d) any causes of action for infringement of the Assigned Trademarks that may have accrued prior to the execution date of this Assignment.

This Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

ASSIGNOR: Welcome Dairy, LLC






Print: Terrance M. Schneider

Title: CEO

Date Executed: 10/27/22

Exhibit A

Appendix of Trademarks

Trademark	Country	Docket Number	Application No.	Current Listed Owner
COME INNOVATE WITH US	United States	14690	88/880,855	Welcome Dairy, LLC
MAKING CHEESE WORK FOR YOU	United States	14696	88/890,234	Welcome Dairy, LLC
MAKING CHEESE WORK FOR YOU SINCE 1899	United States	14697	88/890,244	Welcome Dairy, LLC
REVELA FOODS	United States	14965	97/254,774	Welcome Dairy, LLC
REVELA FOODS Logo 	United States	14990	97/359,150	Welcome Dairy, LLC
R Logo 	United States	15002	97/430,558	Welcome Dairy, LLC
FOODIE Logo 	United States	15003	97/430,552	Welcome Dairy, LLC
LIFE IS COMPLICATED, FOOD DOESN'T HAVE TO BE	United States	15004	97/430,545	Welcome Dairy, LLC
INSPIRING A PASSION FOR FOOD THROUGH PEOPLE, FLAVOR AND INNOVATION	United States	15005	97/430,534	Welcome Dairy, LLC