503545588 10/29/2015

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 EPAS ID: PAT3592215

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
MCNEIL NUTRITIONALS, LLC	09/25/2015

RECEIVING PARTY DATA

Name:	HEARTLAND CONSUMER PRODUCTS LLC
Street Address:	14300 CLAY TERRACE BLVD.
Internal Address:	SUITE 249
City:	CARMEL
State/Country:	INDIANA
Postal Code:	46032

PROPERTY NUMBERS Total: 15

Property Type	Number
Application Number:	12147107
Application Number:	12810554
Application Number:	13717810
Application Number:	61857934
Application Number:	13957724
Application Number:	14312842
Application Number:	13367630
Application Number:	13367650
Application Number:	61579795
Application Number:	13621392
Application Number:	14624758
Application Number:	61941018
Application Number:	62106772
Application Number:	62127480
Application Number:	13957881

CORRESPONDENCE DATA

Fax Number: (216)363-4588

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.

503545588 REEL: 036912 FRAME: 0615

Phone: 216.363.4677

Email: patent@beneschlaw.com
Correspondent Name: DUNCAN H. POIRIER

Address Line 1: BENESCH FRIEDLANDER COPLAN & ARONOFF LLP

Address Line 2: 200 PUBLIC SQUARE, SUITE 2300

Address Line 4: CLEVELAND, OHIO 44114

ATTORNEY DOCKET NUMBER:	57869-52
NAME OF SUBMITTER:	DUNCAN H. POIRIER
SIGNATURE:	/Duncan H. Poirier/
DATE SIGNED:	10/29/2015

Total Attachments: 11

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PATENT ASSIGNMENT

This Patent Assignment (this "Assignment") is made as of the 25th day of September, 2015, by McNeil Nutritionals, LLC, having its place of business at 601 Office Center Drive, Fort Washington, PA 19034 ("Assignor"), and Heartland Consumer Products LLC, having its place of business at 14300 Clay Terrace Blvd., Suite 249, Carmel, Indiana 46032 ("Assignee").

WHEREAS, pursuant to, and upon the terms and conditions of, the Asset Purchase Agreement dated as of August 22, 2015 (the "Asset Purchase Agreement"), by and among Johnson & Johnson Consumer, Inc., a New Jersey corporation (the "Seller"), Heartland Consumer Products Investment Holdings LLC, a Delaware limited liability company, Heartland Consumer Products Intermediate Holdings LLC, a Delaware limited liability company, Heartland Consumer Products Holdings LLC, a Delaware limited liability company, Assignee (collectively, the "Buyer"), and solely with respect to Section 6.09 thereof, the other parties thereto, the Seller has agreed to, and to cause its Affiliates (as such term is defined in the Asset Purchase Agreement) to, sell, convey, assign and transfer to the Buyer, and the Buyer has agreed to, or to cause its Affiliates (as such term is defined in the Asset Purchase Agreement) to, accept certain rights Related to the Business (as such term is defined in the Asset Purchase Agreement), including Assignor's worldwide right, title and interest in, to and under the patents and patent applications, utility models and industrial designs set forth in Exhibit A (attached hereto), and all applications and registrations therefor, together with all non-provisionals, reissuances, continuations, continuations-in-part, divisions, revisions, extensions and reexaminations with respect thereto, and any other applications and patents sharing a claim of priority therewith (hereinafter referred to as "Patents"); and

WHEREAS, Assignor desires to confirm and perfect its transfer and assignment to Assignee, and Assignee is desirous of confirming and perfecting the transfer and assignment of all of Assignor's worldwide right, title and interest in, to and under said Patents and in, to and under the inventions represented thereby.

NOW, THEREFORE, effective as of the date hereof, Assignor, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, does hereby sell, convey, assign and transfer to Assignee, and Assignee hereby accepts the sale, conveyance, assignment and transfer of all of Assignor's worldwide right, title and interest in, to and under the Patents, together with all rights to: (i) claim priority in all countries in accordance with international law, (ii) collect royalties and proceeds in connection with any of the foregoing, (iii) apply for, prosecute, and seek patents throughout the world in respect of any of the inventions to the extent fully supported by the Patents, (iv) sue for past, present or future infringement of said Patents worldwide together with all claims for damages for reason of past, present or future infringement of said Patents, and the right to sue for and collect the same for Assignee's own use and enjoyment, all to be held and enjoyed by said Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.

Assignor hereby requests the Commissioner of Patents and Trademarks and the corresponding entities or agencies in any other applicable countries to record Assignee as the assignee and owner of the Patents, including any continuations, divisions, continuations-in part,

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assignee and owner of the Patents, including any continuations, divisions, continuations-in part, reissues, reexaminations or extensions thereof, and to issue any and all letters patent of the United States thereon to Assignee, as assignee of the entire right, title and interest in, to and under the same, for the sole use and enjoyment of Assignee, its successors, assigns or other legal representatives.

Assignor acknowledges and agrees that the representations, warranties, covenants, agreements and indemnitees contained in the Asset Purchase Agreement shall not be superseded hereby, but shall remain in full force and effect to the full extent provided therein. To the extent that any provision of this Patent Assignment is inconsistent or conflicts with the Asset Purchase Agreement, the provisions of the Asset Purchase Agreement shall control. The parties may execute this Patent Assignment in multiple counterparts, any one of which need not contain the signature of more than one party, but all such counterparts taken together shall constitute one and the same instrument. Any counterpart may be executed by facsimile or PDF signature and such facsimile or PDF signature shall be deemed an original. The terms and conditions of this Patent Assignment shall inure to the benefit of Assignee, its successors, assigns and other legal representatives, and shall be binding upon Assignor, its successors, assigns and other legal representatives. Except to the extent that U.S. federal law preempts state law with respect to the matters covered hereby, this Assignment shall be governed by and construed in accordance with the laws of the State of New York, without giving effect to the principles of conflicts of law thereof.

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IN WITNESS THEREOF, Assignor and Assignee have caused their respective duly authorized officers to execute this Assignment as of the date first written above.

ASSIGNOR

MCNEIL NUTRITIONALS, LLC

Ву

Name: Laura A. Donnelly

Title: Assistant Secretary

REEL: 036912 FRAME: 0619

ASSIGNEE

HEARTLAND CONSUMER PRODUCTS LLC

By

Name: Bill O'Connor

Title: Authorized Signatory

REEL: 036912 FRAME: 0620

Exhibit A – The Patents

CACALOGIC
BR112013
PI0813682-
BR112014 015433-3
08772040.5 2166879 15/OCT/2014
08876685.2 EP219284 13/NOV/2013
201330936
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201221459
201221458 9
200827063 20082706 03/APR/2014 9 39
201330307
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200834303 20083430 07/AUG/2014 9 39
200827063 20082706 27/FEB/2014 3 33
08772040.5 EP216687 15/OCT/2014
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Number Number

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MSP5076GBEPT	MSP5074GBEPT	MSP5075GBEPT	MSP5076FREPT	MSP5074FREPT	MSP5075FREPT	MSP5076ESEPT	MSP5075ESEPT	MSP5092EPEPT	MSP5085EPEPT	MSP5082EPEPT1	MSP5076EPEPT	MSP5089EPEPT	MSP5085EPEPT	MSP5079EPEPT	MSP5074EPEPT	MSP5075EPEPT	MSP5076DEEPT	MSP5075DEEPT	MSP5082COPCT	MSP5082COPCT1	Internal Reference
GB	GB	GB	FR	FR	FR	ES	ES	EP	EP	EP	EP	EP	EP	EP	EP	EP	DE	DE	CO	CO	Country
26/JUN/2008	26/JUN/2008	26/JUN/2008	26/JUN/2008	26/JUN/2008	26/JUN/2008	26/JUN/2008	26/JUN/2008	16/SEP/2013	18/DEC/2012	07/FEB/2012	26/JUN/2008	02/AUG/2013	18/DEC/2012	19/DEC/2008	26/JUN/2008	26/JUN/2008	26/JUN/2008	26/JUN/2008	08/AUG/2013	07/FEB/2012	Filing Date
08772040.5	08772034.8	08876685.2	08772040.5	08772034.8	08876685.2	08772040.5	08876685.2	13766861.2	12810505.3	12705015.1	08772040.5	13748238.6	12810505.3	08867306.6	08772034.8	08876685.2	08772040.5	08876685.2	2013- 188673	13188665	Filing Number
EP216687	EP217574	EP219284 6	EP216687 9	EP217574 6	EP219284	EP216687	EP219284 6				EP216687				EP217574	EP219284 6	60200803 4913.6	60200802 8756.4			Grant Number
15/OCT/2014	17/AUG/2011	13/NOV/2013	15/OCT/2014	17/AUG/2011	13/NOV/2013	15/OCT/2014	13/NOV/2013				15/OCT/2014				17/AUG/2011	13/NOV/2013	15/OCT/2014	13/NOV/2013			Grant Date
McNeil Nutritionals, LLC	McNeil Nutritionals, LLC	McNeil Nutritionals,	McNeil Nutritionals,	McNeil Nutritionals,	McNeil Nutritionals,	McNeil Nutritionals,	McNeil Nutritionals,	McNeil Nutritionals,	McNeil Nutritionals,	McNeil Nutritionals, LLC	McNeil Nutritionals,	McNeil Nutritionals, LLC	McNeil Nutritionals,	McNeil Nutritionals,	McNeil Nutritionals,	McNeil Nutritionals,	McNeil Nutritionals,	McNeil Nutritionals,	McNeil Nutritionals,	McNeil Nutritionals,	Record Owner
AND METHODS OF PRODUCING SAME	SWEETENER COMPOSITIONS	SWEETENER COMPOSITIONS	STEVIA-CONTAINING TABLETOP SWEETENERS AND METHODS OF PRODUCING SAME	SWEETENER COMPOSITIONS	SWEETENER COMPOSITIONS	STEVIA-CONTAINING TABLETOP SWEETENERS AND METHODS OF PRODUCING SAME	SWEETENER COMPOSITIONS	ENHANCED NATURAL SWEETENERS	NATURAL SWEETENER AND METHOD OF MAKING	METHOD OF MAKING AN ENHANCED NATURAL SWEETENER	STEVIA-CONTAINING TABLETOP SWEETENERS AND METHODS OF PRODUCING SAME	SWEETENER CRYSTALS AND METHOD OF MAKING	NATURAL SWEETENER AND METHOD OF MAKING	SYNERGISTIC SWEETENING COMPOSITIONS	SWEETENER COMPOSITIONS	SWEETENER COMPOSITIONS	STEVIA-CONTAINING TABLETOP SWEETENERS AND METHODS OF PRODUCING SAME	SWEETENER COMPOSITIONS	ENHANCED NATURAL SWEETENER AND METHOD OF MAKING	METHOD OF MAKING AN ENHANCED NATURAL SWEETENER	Short Title

Internal	Country	Filing Date	Filing	Grant	Grant Date	Record Owner	Short Title
MSP5085HKNP	HK	27/FEB/2015	15102016.9	Minne		McNeil Nutritionals,	NATURAL SWEETENER AND METHOD OF
						LLC	MAKING
MSP5076HKNP	HK	26/JUN/2008	11100650.8			McNeil Nutritionals, LLC	STEVIA-CONTAINING TABLETOP SWEETENERS AND METHODS OF PRODUCING SAME
MSP5085HKNP	HK	27/FEB/2015	15102016.9			McNeil Nutritionals,	NATURAL SWEETENER AND METHOD OF MAKING
MSP5082HKNP	HK	07/FEB/2012	14104580.2			McNeil Nutritionals, LLC	ENHANCED NATURAL SWEETENER AND METHOD OF MAKING
MSP5082HKNP1	НК	07/FEB/2012	14105359.8			McNeil Nutritionals, LLC	METHOD OF MAKING AN ENHANCED NATURAL SWEETENER
MSP5082HKNP2	HK	07/FEB/2012	14107279.1			McNeil Nutritionals, LLC	METHOD OF MAKING AN ENHANCED NATURAL SWEETENER
MSP5075IEEPT	Œ	800Z/NNI/92	08876685.2	EP219284 6	13/NOV/2013	McNeil Nutritionals, LLC	SWEETENER COMPOSITIONS
MSP5074IEEPT	Œ	8007/NNI/95	08772034.8	EP217574 6	17/AUG/2011	McNeil Nutritionals, LLC	SWEETENER COMPOSITIONS
MSP5076IEEPT	Œ	26/JUN/2008	08772040.5	EP216687 9	15/OCT/2014	McNeil Nutritionals, LLC	STEVIA-CONTAINING TABLETOP SWEETENERS AND METHODS OF PRODUCING SAME
MSP5085ILPCT	П	18/DEC/2012	233157			McNeil Nutritionals, LLC	NATURAL SWEETENER AND METHOD OF MAKING
MSP5085ILPCT	IL	18/DEC/2012	233157			McNeil Nutritionals, LLC	NATURAL SWEETENER AND METHOD OF MAKING
MSP5085INPCT	IN	18/DEC/2012	5028/DEL NP/2014			McNeil Nutritionals, LLC	NATURAL SWEETENER AND METHOD OF MAKING
MSP5076INPCT	N	8007/NNI/95	68/KOLNP /2010			McNeil Nutritionals, LLC	STEVIA-CONTAINING TABLETOP SWEETENERS AND METHODS OF PRODUCING SAME
MSP5085INPCT	IN	18/DEC/2012	5028/DEL NP/2014			McNeil Nutritionals, LLC	NATURAL SWEETENER AND METHOD OF MAKING
MSP5075ITEPT	IT	26/JUN/2008	08876685.2	EP219284 6	13/NOV/2013	McNeil Nutritionals, LLC	SWEETENER COMPOSITIONS
MSP5076ITEPT	IT	26/JUN/2008	08772040.5	EP216687 9	15/OCT/2014	McNeil Nutritionals, LLC	STEVIA-CONTAINING TABLETOP SWEETENERS AND METHODS OF PRODUCING SAME
MSP5085JPPCT	JP	18/DEC/2012	2014- 549190			McNeil Nutritionals, LLC	NATURAL SWEETENER AND METHOD OF MAKING
MSP5076JPPCT	JP	26/JUN/2008	2010- 515118			McNeil Nutritionals,	STEVIA-CONTAINING TABLETOP SWEETENERS AND METHODS OF PRODUCING SAME
MSP5085JPPCT	JP	18/DEC/2012	2014- 549190			McNeil Nutritionals, LLC	NATURAL SWEETENER AND METHOD OF MAKING
MSP5076KRPCT	KR	26/JUN/2008	10-2010- 7002223	1529892	06/DEC/2012	McNeil Nutritionals, LLC	STEVIA-CONTAINING TABLETOP SWEETENERS AND METHODS OF PRODUCING SAME
MSP5075MXPCT	MX	26/JUN/2008	MX/A/201 0/000329	314409	21/OCT/2013	McNeil Nutritionals, LLC	SWEETENER COMPOSITIONS

MSP5098USPSP	MSP5085USNP	MSP5079USPCT	MSP5074USNP	MSP5085RUPCT	MSP5085RUPCT	MSP5078NZPCT	MSP5076NZPCD1	MSP5074NZPCD1	MSP5075NZPCD1	MSP5079NZPCT	MSP5076NLEPT	MSP5075NLEPT	MSP5085MXPCT	MSP5082MXPCT	MSP5082MXPCT	MSP5076MXPCT	MSP5085MXPCT	MSP5079MXPCT	MSP5075MXPCD	MSP5074MXPCT	Internal Reference
US	US	US	US	RU	RU	NZ	NZ	NZ	NZ	NZ	NL	NL	MX	MX	MX	MX	MX	MX	XW	MX	Country
24/JUL/2013	18/DEC/2012	25/JUN/2010	26/JUN/2008	18/DEC/2012	18/DEC/2012	19/DEC/2008	26/JUN/2008	26/JUN/2008	26/JUN/2008	19/DEC/2008	26/JUN/2008	26/JUN/2008	18/DEC/2012	07/FEB/2012	07/FEB/2012	26/JUN/2008	18/DEC/2012	19/DEC/2008	26/JUN/2008	26/JUN/2008	Filing Date
61/857934	13/717810	12/810554	12/147107	201413020	201413020	586359	599729	599730	599732	586358	08772040.5	08876685.2	MX/A/201 4/007643	MX/A/201 3/009190	PCT/US20 12/024159	MX/A/201 0/000193	MX/A/201 4/007643	MX/A/201 0/007119	MX/A/201 3/012240	MX/A/201 0/000192	Filing Number
						586359	599729	599730	599732	586358	EP216687 9	EP219284 6				325312		305175		291812	Grant Number
						04/JAN/2013	04/MAR/201 4	07/JAN/2014	07/JAN/2014	30/JUL/2013	15/OCT/2014	13/NOV/2013				11/NOV/2014		12/NOV/2012		07/NOV/2011	Grant Date
McNeil Nutritionals, LLC	McNeil Nutritionals, LLC	McNeil Nutritionals, LLC	McNeil Nutritionals, LLC	McNeil Nutritionals, LLC	McNeil Nutritionals, LLC	McNeil Nutritionals, LLC	McNeil Nutritionals, LLC	McNeil Nutritionals, LLC	McNeil Nutritionals, LLC	McNeil Nutritionals, LLC	McNeil Nutritionals, LLC	McNeil Nutritionals, LLC	McNeil Nutritionals, LLC	McNeil Nutritionals, LLC	McNeil Nutritionals, LLC	McNeil Nutritionals, LLC	McNeil Nutritionals, LLC	McNeil Nutritionals, LLC	McNeil Nutritionals, LLC	McNeil Nutritionals, LLC	Record Owner
PARTIAL MELT CO-CRYSTALLIZATION COMPOSITIONS	NATURAL SWEETENER AND METHOD OF MAKING	SYNERGISTIC SWEETENING COMPOSITIONS	SWEETENER COMPOSITIONS	NATURAL SWEETENER AND METHOD OF MAKING	NATURAL SWEETENER AND METHOD OF MAKING	LOW CALORIE SYRUPS	STEVIA-CONTAINING TABLETOP SWEETENERS AND METHODS OF PRODUCING SAME	SWEETENER COMPOSITIONS	SWEETENER COMPOSITIONS	SYNERGISTIC SWEETENING COMPOSITIONS	STEVIA-CONTAINING TABLETOP SWEETENERS AND METHODS OF PRODUCING SAME	SWEETENER COMPOSITIONS	NATURAL SWEETENER AND METHOD OF MAKING	ENHANCED NATURAL SWEETENER AND METHOD OF MAKING	METHOD OF MAKING AN ENHANCED NATURAL SWEETENER	STEVIA-CONTAINING TABLETOP SWEETENERS AND METHODS OF PRODUCING SAME	NATURAL SWEETENER AND METHOD OF MAKING	SYNERGISTIC SWEETENING COMPOSITIONS	SWEETENER COMPOSITIONS	SWEETENER COMPOSITIONS	Short Title

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	PCT/US20	12/024159 PCT/US20 12/024157	2/024159 CT/US20 2/024157 CT/US20 2/070234	2/024159 CT/US20 2/024157 CT/US20 2/070234 CT/US20 2/070234 CT/US20 3/059914
Short Title SWEETENER CRYSTALS AND METHOD OF MAKING PARTIAL MELT CO-CRYSTALLIZATION COMPOSITIONS STEVIA-CONTAINING TABLETOP SWEETENERS AND METHODS OF PRODUCING SAME METHOD OF MAKING AN ENHANCED	METHOD OF MAKING AN ENHANCED	NATURAL SWEETENER ENHANCED NATURAL SWEETENER AND METHOD OF MAKING	NATURAL SWEETENER ENHANCED NATURAL SWEETENER AND METHOD OF MAKING NATURAL SWEETENER AND METHOD OF MAKING	NATURAL SWEETENER ENHANCED NATURAL SWEETENER AND METHOD OF MAKING NATURAL SWEETENER AND METHOD OF MAKING ENHANCED NATURAL SWEETENERS
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