

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM337449

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Smithfield Farmland Corp.		03/30/2015	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Jonmor Investments, Inc.		
Street Address:	3411 Silverside Road		
Internal Address:	Baynard Building, Suite 103		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19810		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	3022961	PURE FARMS PURE FOOD RAISE WITHOUT ANTIB	
Registration Number:	3221250	PURE FARMS PURE FOOD PACKED FOR PURELY N	
Registration Number:	3187253	PURE FARMS	
Serial Number:	78818125	PURE FARMS PURE FOOD	
Registration Number:	4335771	PURE FARMS	
CORRESPONDENCE DATA			
Fax Number:	2158511420		
<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:	215-241-7970		
Email:	phlipdocketing@reedsmith.com		
Correspondent Name:	Carl H. Pierce		
Address Line 1:	P.O. Box 7990		
Address Line 2:	Intellectual Property		
Address Line 4:	Philadelphia, PENNSYLVANIA 19101-7990		
ATTORNEY DOCKET NUMBER:	965160.20022		
NAME OF SUBMITTER:	Carl H. Pierce		
SIGNATURE:	/Carl H. Pierce/		
DATE SIGNED:	04/07/2015		

OP \$140.00 3022961

Total Attachments: 3

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CONFIRMATORY ASSIGNMENT

WHEREAS, Smithfield Farmland Corp., a Delaware corporation having an address 200 Commerce Street, Smithfield, Virginia, 23430 (hereafter "Smithfield Farmland"), is the owner of certain trademark rights in and to the mark PURE FARMS for use on a variety of goods, including those registrations identified in Schedule A, attached hereto (hereinafter the "PURE FARMS Trademarks");

WHEREAS, Jonmor Investments, Inc., a Delaware corporation having a place of business at Baynard Building, Suite 103, 3411 Silverside Road, Wilmington, Delaware, 19810 (hereafter "Jonmor"), desires to acquire Smithfield Farmland's entire right, title and interest in and to the PURE FARMS Trademarks;

NOW, THEREFORE, in consideration of the sum of One U.S. Dollar, and other good and valuable consideration, the full receipt and sufficiency of all of which are hereby acknowledged, and intending to be legally bound hereby, Smithfield Farmland does hereby sell, assign, transfer and convey, unto Jonmor, any and all, right, title and interest Smithfield Farmland has in the PURE FARMS Trademarks, and hereby acknowledges and confirms the assignment, transference, and conveyance to Jonmor of Smithfield Farmland's whole and entire right, title and interest in and to the PURE FARMS Trademarks worldwide, including all goodwill associated therewith;

Smithfield Farmland hereby covenants, agrees and promises to undertake to execute, whenever requested by Jonmor, all trademark applications, trademark registrations, assignments, lawful oaths, and any other papers which Jonmor may deem necessary or desirable for securing to

Jonmor, or for maintaining unto Jonmor, all rights hereby confirmed as assigned, assigned, or agreed to be assigned, all without further compensation to the undersigned Smithfield Farmland.

SMITHFIELD FARMLAND CORP.

JONMOR INVESTMENTS, INC.

By: Kurt Della

By: James D. ...

Title: SVP Finance

Title: President

Date: 3/30/15

Date: 3-30-2015

SCHEDULE A

SCHEDULE OF PURE FARMS TRADEMARKS

Registration No.	Application No.	Mark	Publication Date	Registration Date
3022961	78321711	PURE FARMS PURE FOOD RAISE WITHOUT ANTIBODIES & Design	Sep. 13, 2005	Dec. 06, 2005
3221250	78326840	PURE FARMS PURE FOOD PACKED FOR PURELY NATURAL DIST., NC. BARRINGTON, IL 60010 & Design	Jul. 05, 2005	Mar. 27, 2007
3187253	78817731	PURE FARMS	Oct. 03, 2006	Dec. 19, 2006
	78818125	PURE FARMS PURE FOOD	May 15, 2007	
4335771	85482226	PURE FARMS & Design	May 08, 2012	May 14, 2013