

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM367153

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Merisant Company		12/23/2015	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Whole Earth Sweetener Company, LLC		
Street Address:	125 South Wacker Drive		
Internal Address:	Suite 3150		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60606		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86820614	NATURE SWEET	
CORRESPONDENCE DATA			
Fax Number:	3124276663		
<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:	(312) 427-1300		
Email:	chiustm@ladas.net		
Correspondent Name:	Ladas & Parry LLP		
Address Line 1:	224 South Michigan Avenue		
Address Line 2:	Suite 1600		
Address Line 4:	Chicago, ILLINOIS 60604		
ATTORNEY DOCKET NUMBER:	NATURE SWEET/CHRIS		
NAME OF SUBMITTER:	KEVIN A. THOMPSON		
SIGNATURE:	/KEVIN A. THOMPSON/		
DATE SIGNED:	12/28/2015		
Total Attachments: 2			
source=WHOLE EARTH - NATURE SWEET.DOC#page1.tif			
source=WHOLE EARTH - NATURE SWEET.DOC#page2.tif			

CH \$40.00 86820614

DEED OF TRADEMARK ASSIGNMENT

WHEREAS, MERISANT COMPANY, a Delaware Corporation, with its principal place of business at 125 South Wacker Drive, Suite 3150, Chicago, Illinois 60606, United States of America, ("Assignor");

WHEREAS, the Assignor is the owner of record of the following federal Application for the Mark on the Principal Register of the United States Patent and Trademark Office, as identified therein:

<u>Trademark</u>	<u>Application No.</u>	<u>Application Date</u>
NATURE SWEET	86820614	November 15, 2015

WHEREAS, WHOLE EARTH SWEETENER COMPANY, LLC, a Delaware Limited Liability Company, with its principal place of business at 125 South Wacker Drive, Suite 3150, Chicago, Illinois 60606, United States of America, ("Assignee"), desires to acquire the Mark and the above-referenced Application;

NOW, THEREFORE, for good and valuable consideration, the sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee the entire right, title and interest in perpetuity in and to the Mark, including any common law rights and other rights of use, together with the goodwill of the business symbolized by the Mark, and the eventual registration thereof, the same to be held and enjoyed by the Assignee, its successors and assigns to the same extent that such would have been held and enjoyed by Assignor absent this Assignment. Assignor hereby covenants and agrees to provide any further necessary and appropriate documentation and do all further acts reasonably requested by Assignee in this regard to confirm and perfect title in and to the Mark in Assignee, its successors, assigns, or other legal representatives.

IN WITNESS WHEREOF, the Assignor has caused this Assignment to be executed by the signatures of its authorized representative as set forth below.

MERISANT COMPANY

By: *Joseph A. Hoster*
Name: Joseph A. Hoster
Title: VIC PRESIDENT

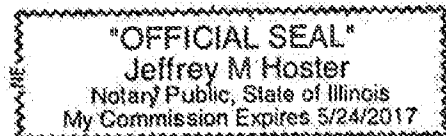
Acknowledgment

The undersigned hereby certifies that that the above signer personally appeared before me, and being duly sworn, acknowledged signature of this Trademark Assignment and Agreement with the authorization of, and on behalf of, Merisant Company, (Assignor).

Certified by my seal and signature on this 23rd day of December, 2015.

Jeffrey M Hoster
Notary Public

My Commission Expires: 5/24/2017



**DEED OF UNITED STATES
TRADEMARK ASSIGNMENT**