

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM536524

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BIC Acquisition LLC		08/13/2019	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	HP Hood LLC		
Street Address:	Six Kimball Lane		
City:	Lynnfield		
State/Country:	MASSACHUSETTS		
Postal Code:	01940		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5802225	PLANET OAT	
CORRESPONDENCE DATA			
Fax Number:	2077911350		
<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:	207-791-1100		
Email:	trademark@pierceatwood.com		
Correspondent Name:	Matthew D. Stein / Pierce Atwood LLP		
Address Line 1:	254 Commercial Street		
Address Line 4:	Portland, MAINE 04101		
ATTORNEY DOCKET NUMBER:	28695/4431PO		
NAME OF SUBMITTER:	Matthew D. Stein		
SIGNATURE:	/Matthew D. Stein/		
DATE SIGNED:	08/14/2019		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

BIC Acquisition LLC, a Delaware Limited Liability Company with its principal place of business at Six Kimball Lane, Lynnfield, Massachusetts 01940 ("Assignor"), is the owner of the mark identified in Exhibit A and of the U.S. trademark registration therefor ("the Trademark").

HP Hood LLC, a Delaware Limited Liability Company with its principal place of business at Six Kimball Lane, Lynnfield, Massachusetts 01940 ("Assignee"), wishes to acquire the Trademark.

In consideration of the foregoing and for other good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all its right, title, and interest in and to the Trademark, together with the goodwill of the business associated with the Trademark, and the right to sue and recover for past infringements, dilution, and other violations.

BIC ACQUISITION LLC

By: 

Name: Paul C. Nightingale

Title: Senior Vice President & General
Counsel

Date: August 13, 2019

EXHIBIT A

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
PLANET OAT	5,802,225	July 9, 2019