

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM567459

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Tenderbelly LLC		05/07/2018	Limited Liability Company: COLORADO
RECEIVING PARTY DATA			
Name:	Tender Belly LLC		
Street Address:	5140 Race Court, Unit 4		
City:	Denver		
State/Country:	COLORADO		
Postal Code:	80216		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4763271	TENDER BELLY EST. 2010	
CORRESPONDENCE DATA			
Fax Number:	3032231111		
<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:	(303) 223-1100		
Email:	DNTrademarkDocket@BHFS.com		
Correspondent Name:	Airina L. Rodrigues		
Address Line 1:	410 Seventeenth Street, Suite 2200		
Address Line 4:	Denver, COLORADO 80202		
ATTORNEY DOCKET NUMBER:	060689.0011		
NAME OF SUBMITTER:	Airina L. Rodrigues		
SIGNATURE:	/Airina L. Rodrigues/		
DATE SIGNED:	03/17/2020		
Total Attachments: 3			
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OP \$40.00 4763271

EXHIBIT C
TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT is dated May 7, 2018, by Tenderbelly LLC, a Colorado limited liability company (“**Assignor**”), for the benefit of Tender Belly LLC, a Delaware limited liability company (“**Assignee**”).

RECITALS

WHEREAS, Assignor and Assignee entered into a Contribution Agreement, dated as of the date hereof (the “**Contribution Agreement**”) ;

WHEREAS, the Contribution Agreement provides for the transfer of all of Assignor’s right, title and interest in and to the trademark registrations and applications, copyright registrations and applications included in the Contributed Assets (as defined in the Contribution Agreement) to Assignee;

WHEREAS, Assignor is the owner of U.S. Trademark Registration Nos. 4005958 (Tender Belly), 4763271 (Tender Belly Est. 2010 – design mark), 4767219 (Bacon, It’s Good For Ya!), 4767072 (Certified Awesome Pork), and Trademark Application Serial No. 87455681 (Tender Belly) (the “**Marks**”);

WHEREAS, no other party has rights in or to the Marks;

WHEREAS, Assignee desires to acquire the Marks from Assignor and Assignor desires to assign all of Assignor’s right, title and interest in and to the Marks to Assignee; and

WHEREAS, Assignee is the successor to the entire business of Assignor, as provided under 15 U.S.C. § 1060, and Assignee and Assignor wish to transfer record title of the Marks and to execute a document suitable for recordation in the United States Patent and Trademark Office (the “**USPTO**”) and other trademark offices worldwide.

AGREEMENT

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby contributes, assigns, transfers, conveys and delivers to Assignee all right, title, and interest in, to, and under the following:

- a. the Marks;
- b. the goodwill associated with the Marks;
- c. the right to file any and all documents to preserve, maintain or otherwise affect the Marks;

d. the right to defend the Marks from infringement and all rights to sue and recover for past infringement thereof.

2. Assignor hereby authorizes the USPTO to issue the certificate of registration in respect of the Marks to Assignee for its use, and for the use of its legal representatives, to the full end of the term for which such registration may be granted, as fully and entirely as the same would have been held by Assignor had this assignment not been made.

[Signature page follows]

IN WITNESS WHEREOF, this Trademark Assignment Agreement is executed and effective as of the date first above written by the respective officer duly authorized.

ASSIGNOR:

TENDERBELLY LLC,
a Colorado limited liability company.

By: 

Name: Shannon Duffy

Title: Manager