

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2



ETAS ID: TM644723

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Newman's Own Foundation		04/29/2021	Non-Profit Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	No Limit, LLC		
<b>Street Address:</b>	One Morningside Drive North		
<b>City:</b>	Westport		
<b>State/Country:</b>	CONNECTICUT		
<b>Postal Code:</b>	06880		
<b>Entity Type:</b>	Limited Liability Company: CONNECTICUT		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5936259		
<b>Registration Number:</b>	5475891	LIVING PHILANTHROPY	
<b>Registration Number:</b>	3663335	NEWMAN'S OWN	
<b>Registration Number:</b>	3700073	NO! NEWMAN'S OWN FOUNDATION	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Phone:</b>	4048156140		
<b>Email:</b>	miskowitz@ktslaw.com		
<b>Correspondent Name:</b>	Mark Iskowitz, Kilpatrick Townsend		
<b>Address Line 1:</b>	1100 Peachtree Street, NE Suite 2800		
<b>Address Line 4:</b>	Atlanta, GEORGIA 30309-4528		
<b>NAME OF SUBMITTER:</b>	Mark Iskowitz, Kilpatrick Townsend		
<b>SIGNATURE:</b>	/mji/		
<b>DATE SIGNED:</b>	05/06/2021		
<b>Total Attachments: 2</b>			
source=2021-04-29 Assignment of Trademarks from NOF to NOL#page1.tif			
source=2021-04-29 Assignment of Trademarks from NOF to NOL#page2.tif			

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## ASSIGNMENT OF MARKS AND REGISTRATIONS

WHEREAS, Newman's Own Foundation, a Delaware non-profit corporation with an address of One Morningside Drive North, Westport, Connecticut 06880 ("Assignor"), owns the following service marks (the "Marks") and registrations in the U.S. Patent and Trademark Office (the "Registrations"):

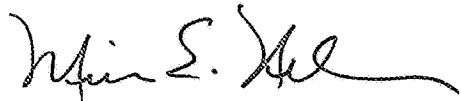
Country	Mark	Serial No. Filing Date	Reg. No. Reg. Date	Class/Identification of Services
USA	CHERUB DESIGN 	88419518 May 7, 2019	5936259 Dec 17, 2019	36 Charitable foundation services, namely, providing financial assistance for programs and services of others.
USA	LIVING PHILANTHROPY	86715127 Aug 5, 2015	5475891 May 22, 2018	36 Charitable services, namely, providing grants to support third party educational and charitable organizations and causes.
USA	NEWMAN'S OWN	77655278 Jan 23, 2009	3663335 Aug 4, 2009	36 Charitable services, namely, providing grants to support third party educational and charitable organizations and causes.
USA	NO! NEWMAN'S OWN FOUNDATION (and design) 	77538994 Aug 5, 2008	3700073 Oct 20, 2009	36 Charitable services, namely, providing grants to support third party educational and charitable organizations and causes.

and

WHEREAS, No Limit, LLC, a Connecticut limited liability company with an address of One Morningside Drive North, Westport, Connecticut 06880 ("Assignee"), desires to acquire the rights to the Marks, to the goodwill associated with the Marks, and to the Registrations;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which are acknowledged, Assignor assigns, transfers, and conveys to Assignee the entire right, title, interest in and to the Marks and Registrations in the United States and all other jurisdictions, together with the goodwill of the business associated with and symbolized by the Marks (including, without limitation, any priority right arising from the Marks and any causes of action arising from violations of rights to the Marks).

IN WITNESS HEREOF, the ASSIGNOR has executed and delivered this instrument this 29<sup>th</sup> day of April, 2021.

A handwritten signature in black ink, appearing to read "Miriam S. Nelson", written over a horizontal line.

Miriam Nelson  
President & Chief Executive Officer  
Newman's Own Foundation  
One Morningside Drive North  
Westport, Connecticut 06880