

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM396832

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Quaker Oats Company		08/30/2016	Corporation: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Inviting Foods LLC		
Street Address:	1209 Orange Street		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19801		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	5028409	INIT	
Serial Number:	86824838	INIT	
CORRESPONDENCE DATA			
Fax Number:	3128211316		
<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:	3128211408		
Email:	janet.silverberg@pepsico.com		
Correspondent Name:	Janet Silverberg		
Address Line 1:	555 West Monroe Street		
Address Line 4:	Chicago, ILLINOIS 60661		
NAME OF SUBMITTER:	Janet Silverberg		
SIGNATURE:	/janet silverberg/		
DATE SIGNED:	08/30/2016		
Total Attachments: 3			
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CH \$65.00 5028409

ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT, dated as of August 30, 2016 (the "Assignment"), is made by The Quaker Oats Company, with a place of business at 555 West Monroe Street, Chicago, IL 60661 ("Assignor") to Inviting Foods LLC, with a place of business at 1209 Orange Street, Wilmington, Delaware 19801 ("Assignee").

WHEREAS, Assignor owns a trademark registration for INIT (word mark) U.S. Registration Number 5028409 and INIT LOGO DESIGN (stylized design mark) U.S. Application Number 86/824838 (collectively the "Trademarks"); and

WHEREAS, Assignor has agreed to sell, assign, transfer and convey to Assignee all of Assignor's right, title and interest in and to the Trademarks and the goodwill associated with the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor hereby takes the following actions and makes the following agreements:


Assignor hereby sells, assigns, transfers and conveys to Assignee, Assignor's entire right, title and interest in and to the Trademarks and the goodwill associated with the use of and symbolized by the Trademarks. Further, Assignor hereby assigns transfers and sets over unto Assignee, Assignor's rights, if any, to sue for and to collect damages, profits and other relief for any past infringement of the Trademarks.

Assignor warrants that it does not and will not use any other trademark which may be confusingly similar to the Trademarks. Assignor agrees that it will not file any applications to register the Trademarks or any mark which may be confusingly similar to the Trademarks. Assignor further warrants it has not heretofore agreed to any restrictions upon the use of the Trademarks and has not assigned licensed or otherwise granted rights in the Trademarks to any other person or entity.


At the request of Assignee, Assignor shall execute and deliver to Assignee any and all additional documents as Assignee may reasonably require to vest title to the Trademarks in Assignee and/or to carry out the intent of this Agreement.

IN WITNESS WHEREOF, Assignor has duly executed this Assignment as of the day and year first written above.

THE QUAKER OATS COMPANY


Janet Silverberg, Assistant Secretary

INVITING FOODS LLC


Adriana Reyes-Villanueva,
Vice President & Assistant Secretary

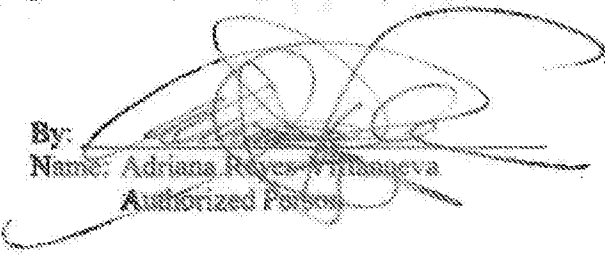
State of Delaware
Secretary of State
Division of Corporations
Delivered 05:12 PM 02/10/2016
FILED 06:12 PM 02/10/2016
SE 20160714097 - File Number: 6969963

**STATE OF DELAWARE
LIMITED LIABILITY COMPANY
CERTIFICATE OF FORMATION**

First: The name of the limited liability company is **Inviting Foods LLC.**

Second: The address of its registered office in the State of Delaware is: **Corporation Trust Center, 1209 Orange Street, in the city of Wilmington, Delaware 19801. The name of its registered agent at such address is The Corporation Trust Company.**

In Witness Whereof, the undersigned has executed this Certificate of Formation
February 9, 2016.

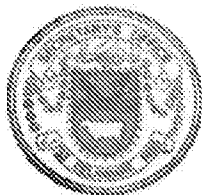
By: 
Name: **Adriana N. ...**
Authorized Person

Delaware

The First State

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I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF
DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT
COPY OF THE CERTIFICATE OF FORMATION OF "INVITING FOODS LLC",
FILED IN THIS OFFICE ON THE TENTH DAY OF FEBRUARY, A.D. 2016,
AT 6:12 O'CLOCK P.M.



5960952 8100
SR# 20160734897

You may verify this certificate online at corp.delaware.gov/authver.shtml

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

Authentication: 201813696
Date: 02-10-16