

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM461961

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Schratter Foods Incorporated		02/05/2018	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Atalanta Corporation		
Street Address:	One Atalanta Plaza		
City:	Elizabeth		
State/Country:	NEW JERSEY		
Postal Code:	07206		
Entity Type:	Corporation: NEW YORK		
PROPERTY NUMBERS Total: 43			
Property Type	Number	Word Mark	
Serial Number:	87243524	CATHEDRALE DE · MEAUX	
Registration Number:	5367787	CHEVROLLE	
Registration Number:	5367784	FROM GERMANY BERGHAUS IMPORTED CHEESE	
Registration Number:	5367783	ANCO	
Registration Number:	5367782	ANCO	
Serial Number:	87707454	BLOOMKAAS	
Serial Number:	87707394	BLOOMKAAS	
Serial Number:	87707324	MON DESIR BRIE SOFT-RIPENED CHEESE IMPOR	
Serial Number:	87676784	PRESTIGE	
Serial Number:	87676811	PALAZZINA	
Serial Number:	87676758	OLIVIA	
Serial Number:	87676699	OTTAWA	
Serial Number:	87676532	OTTAWA	
Serial Number:	87676512	IL VILLAGGIO L'ARTE DEL FORMAGGIO ITALIA	
Serial Number:	87676411	DANESLAND IMPORTED FROM DENMARK	
Serial Number:	87243635	MADE IN THE FRENCH TRADITION CHEVROLLE G	
Serial Number:	87244163	MONSIEUR FROMAGE	
Serial Number:	87243302	BERGHAUS	
Registration Number:	4379628	VALLEY FORGE	

CH \$1090.00 87243524

Property Type	Number	Word Mark
Registration Number:	4379627	VALLEY FORGE CRAFTED IN THE AMERICAN TRA
Registration Number:	4544063	A AFFINAGE
Registration Number:	4136170	A AFFINAGE
Registration Number:	4210585	A AFFINAGE UNIQUE CHEESES FROM AROUND TH
Registration Number:	3330381	PASSIONATE ABOUT CHEESE
Registration Number:	3044924	OLIVIA
Registration Number:	3522091	PALAZZINA
Registration Number:	2506152	ANCO
Registration Number:	2403901	DANESLAND
Registration Number:	2394183	ACCENT ON CHEESE
Registration Number:	2421910	IL VILLAGGIO
Registration Number:	2328382	MONSIEUR FROMAGE
Registration Number:	2083071	BERGHAUS
Registration Number:	1970661	GREAT CHEESES OF FRANCE
Registration Number:	1963776	CHEVROLLE
Registration Number:	1893240	MON DESIR
Registration Number:	1789550	ANCO
Registration Number:	1918172	PRESTIGE
Registration Number:	1077564	MONSIEUR FROMAGE
Registration Number:	1220193	CATHEDRALE DE MEAUX
Registration Number:	1008444	THE SMILING CHEESEMAN
Registration Number:	1272953	CATHEDRALE
Registration Number:	1093891	VALLEY FORGE
Registration Number:	0934073	ANCO

CORRESPONDENCE DATA

Fax Number: 5168027008

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.

Phone: 516-802-7007

Email: lstopol@levystopol.com

Correspondent Name: Larry N. Stopol

Address Line 1: 1425 RXR Plaza

Address Line 4: Uniondale, NEW YORK 11556-1425

NAME OF SUBMITTER: Larry N. Stopol

SIGNATURE: /larry n stopol/

DATE SIGNED: 02/13/2018

Total Attachments: 6

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INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT

This INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT (this "Assignment"), dated as of February 5th, 2018 is between Schratter Foods Incorporated, a Delaware corporation (the "Assignor") and Atalanta Corporation, a New York corporation ("Assignee") and pursuant to, and subject to the terms of, that certain Asset Purchase Agreement (the "APA"), dated as of the January 26th, 2018, by and among Assignor and Assignee.

WHEREAS, pursuant to the APA, Assignor has agreed to convey to Assignee all of Assignor's rights, title and interests in and to the Intellectual Property, including, but not limited to the trademarks, trademark registrations and trademark applications set forth on Exhibit A hereto (the "Trademarks"), and any other Intellectual Property owned by Assignor as it relates to the Assets and Assignor has agreed to execute and deliver this Assignment for recording with governmental authorities including, but not limited to, the US Patent and Trademark Office.

NOW, THEREFORE, in consideration for the execution of the APA and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor sells, assigns and transfers to Assignee, and Assignee accepts the sale, assignment and transfer, of Assignor's entire right, title and interest in and to: (a) the Trademarks, the goodwill of the business associated with the Trademarks and any common law rights related to the Trademarks; (b) any other Intellectual Property owned by Assignor as it relates to the Assets and all rights (common law or otherwise) of any kind whatsoever of Seller accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world; and (c) all rights to seek and collect damages and other relief for past and future infringements and all proceeds thereof, all as existing on the date hereof, and all of the foregoing to be held and enjoyed by Assignee as fully and as entirely as the same would have been held and enjoyed by Assignor had this assignment not been made. The Assignor agrees that the Assignee has the right to proceed alone with the recording of this Assignment.

Assignor hereby authorizes the United States Patent and Trademark Office and the officials of corresponding entities or agencies in any applicable jurisdictions to record and register this Assignment upon request by Assignee. Upon Assignee's reasonable request, Assignor shall take such steps and actions, and provide such cooperation and assistance to Assignee and its successors, assigns and legal representatives, as may be reasonably necessary to effect, evidence or perfect the assignment of the Trademarks and other Intellectual Property to Assignee, or any assignee or successor thereto.

This Assignment is subject to the terms, conditions, representations and covenants as set forth in the APA, all of which to the extent applicable are incorporated herein by reference. Nothing in this Assignment, express or implied, is intended or shall be construed to expand or defeat, impair or limit in any way the rights, obligations, claims or remedies of the parties as set forth in the APA.

IN WITNESS WHEREOF, the parties have executed this Intellectual Property Assignment Agreement as of the date first written above.

Assignor:

Schratter Foods Incorporated

By: 

AGREED TO AND ACCEPTED:

Assignee:

Atalanta Corporation

By: _____

IN WITNESS WHEREOF, the parties have executed this Intellectual Property Assignment Agreement as of the date first written above.

Assignor:

Schratter Foods Incorporated

By: _____

AGREED TO AND ACCEPTED:

Assignee:

Atalanta Corporation

By: _____
Thomas S. Gellert

EXHIBIT A
Trademarks
See attached

Schedule 2.17 Intellectual Property Rights

Buyer is acquiring all of Seller's rights, if any, to the following intellectual property.

Live trademarks

Serial Number	Reg. Number	Mark	Live/Dead	Notes
87243524	Not Registered	CATHEDRALE DE · MEAUX	LIVE	
87243692	5367787	CHEVROLLE	LIVE	
87243322	5367784	FROM GERMANY BERGHAUS IMPORTED CHEESE	LIVE	
87243273	5367783	ANCO	LIVE	
87243227	5367782	ANCO	LIVE	
87707454	Not Registered	BLOOMKAAS	LIVE	
87707394	Not Registered	BLOOMKAAS	LIVE	
87707324	Not Registered	MON DESIR BRIE SOFT-RIPENED CHEESE IMPORTED FROM CANADA	LIVE	
87676784	Not Registered	PRESTIGE	LIVE	
87676811	Not Registered	PALAZZINA	LIVE	
87676758	Not Registered	OLIVIA	LIVE	
87676699	Not Registered	OTTAWA	LIVE	
87676532	Not Registered	OTTAWA	LIVE	
87676512	Not Registered	IL VILLAGGIO L'ARTE DEL FORMAGGIO ITALIANO	LIVE	
87676411	Not Registered	DANESLAND IMPORTED FROM DENMARK	LIVE	
87243635	Not Registered	MADE IN THE FRENCH TRADITION CHEVROLLE GOAT MILK CHEESE	LIVE	
87244163	Not Registered	MONSIEUR FROMAGE	LIVE	
87243302	Not Registered	BERGHAUS	LIVE	
85801751	4379628	VALLEY FORGE	LIVE	
85801750	4379627	VALLEY FORGE CRAFTED IN THE AMERICAN TRADITION	LIVE	
85675249	4544063	A AFFINAGE	LIVE	
85090480	4136170	A AFFINAGE	LIVE	
85090473	4210585	A AFFINAGE UNIQUE CHEESES FROM AROUND THE WORLD	LIVE	
78241450	3330381	PASSIONATE ABOUT CHEESE	LIVE	
78427724	3044924	OLIVIA	LIVE	
78291729	3410235	ILE DE FRANCE	LIVE	All rights assigned to BC-USA, Inc.. Seller has no rights.
78287200	3406454	ILE DE FRANCE	LIVE	All rights assigned to BC-USA, Inc.. Seller has no rights.
78286626	2889191	COUR ROYALE	LIVE	All rights assigned to BC-USA, Inc.. Seller has no rights.
77291684	3522091	PALAZZINA	LIVE	
76108296	2506152	ANCO	LIVE	
75798529	2403901	DANESLAND	LIVE	
75602494	2394183	ACCENT ON CHEESE	LIVE	
75558377	2421910	IL VILLAGGIO	LIVE	
75555880	2328382	MONSIEUR FROMAGE	LIVE	
75022204	2083071	BERGHAUS	LIVE	
74599226	1970661	GREAT CHEESES OF FRANCE	LIVE	
74551274	1963776	CHEVROLLE	LIVE	
74527948	1893240	MON DESIR	LIVE	
74339858	1789550	ANCO	LIVE	
74411027	1918172	PRESTIGE	LIVE	
73115587	1077564	MONSIEUR FROMAGE	LIVE	
73318854	1220193	CATHEDRALE DE MEAUX	LIVE	
73039490	1143540		LIVE	All rights assigned to BC-USA, Inc.. Seller has no rights.
73008090	1008444	THE SMILING CHEESEMAN	LIVE	
73386259	1272953	CATHEDRALE	LIVE	
73067094	1093891	VALLEY FORGE	LIVE	
71330310	303224	ILE DE FRANCE	LIVE	All rights assigned to BC-USA, Inc.. Seller has no rights.
72388316	934073	ANCO	LIVE	

Dead Trademarks

Serial Number	Reg. Number	Mark	Live/Dead	Notes
86177103	Not Registered	VALLEY FORGE AMERICAN BORN	DEAD	

78203819	2840176	RECIPE CORNER	DEAD	
78427727	2965314	COGNATI	DEAD	
78232374	Not Registered	THE NEXT BEST THING TO BEING IN ITALY	DEAD	
78203088	Not Registered	PARTY BRIE	DEAD	
76398167	2758253	ELEGANCE WITHOUT EFFORT	DEAD	
76398166	Not Registered	ELEGANCE WITHOUT EFFORT	DEAD	
76275523	Not Registered	ANCO GOURMET CHOCOLATES	DEAD	
76275215	Not Registered	ANCO GOURMET CHOCOLATES	DEAD	
76108295	2636597	ANCO	DEAD	
75834286	Not Registered	DON QUIJOTE	DEAD	
75798530	2364660	DUTCH TREAT	DEAD	
75557413	2328396		DEAD	
75539403	2406919	PALAZZINA	DEAD	
75246604	Not Registered	SEAFOOD SPREADS	DEAD	
75246603	Not Registered	SEAFOOD SPREADS	DEAD	
75074937	Not Registered	DANESLAND	DEAD	
74479007	1924757	SNACKING BRIE!	DEAD	
73152965	1117375	BRIE DE MEAUX MC	DEAD	
73006354	999788	CHEVROTIN	DEAD	
72444334	978724		DEAD	
72444333	978723	LE PETIT TAMBOUR	DEAD	
72424964	976921	CAMBREE	DEAD	
72254194	839225	LE DELICE DE VITTEL	DEAD	
72151086	753803	LA BELLE FRANCE	DEAD	All rights assigned to Universal Foods Corp.. Seller has no rights.
71595917	554969	CAMEMBERT LE PETIT TAMBOUR	DEAD	

Other marks used in commerce

Serial Number	Reg. Number	Mark	Notes
Not filed	Not Registered		This mark is not registered and Seller has not filed any application to register this mark. Seller's rights, if any, in this mark, are limited to common law rights of use.
Not filed	Not Registered	SCHRATTER FOODS INC.	This mark is not registered and Seller has not filed any application to register this mark. Seller's rights, if any, in this mark, are limited to common law rights of use.