

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM714573

SUBMISSION TYPE:	RESUBMISSION
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
RESUBMIT DOCUMENT ID:	900672558
SEQUENCE:	2

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The Planting Hope Company Inc.		01/14/2022	Corporation: CANADA

RECEIVING PARTY DATA

Name:	Planting Hope Brands, LLC
Street Address:	4710 N. Sheridan Road
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60640
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Serial Number:	88506154	RIGHTGRAIN
Serial Number:	90477508	RIGHTCUP
Registration Number:	5597052	RIGHTRICE

CORRESPONDENCE DATA

Fax Number: 2067492006

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: 2064478925

Email: nancy.stephens@foster.com

Correspondent Name: Nancy V. Stephens

Address Line 1: 1111 3rd Avenue.

Address Line 4: Seattle, WASHINGTON 98101

ATTORNEY DOCKET NUMBER:	501488-1 SECOND PARTY AS
NAME OF SUBMITTER:	Nancy V. Stephens
SIGNATURE:	/Nancy V. Stephens/
DATE SIGNED:	03/15/2022

Total Attachments: 4

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DEED OF ASSIGNMENT

THIS DEED OF ASSIGNMENT IS MADE BETWEEN:

The Planting Hope Company Inc., a British Columbia company having its office at Suite 400, 725 Granville Street, Vancouver, British Columbia V7Y 1G5, Canada ("Assignor")

AND

Planting Hope Brands, LLC, a Delaware limited liability company having its office at 4710 N. Sheridan Road, Chicago, Illinois 60640 ("Assignee").

WHEREAS:

- A. Assignor entered into that certain Asset Purchase Agreement dated January 13, 2022 with Betterer Foods, Inc., d/b/a "RightRice" ("Betterer") pursuant to which it was to acquire substantially all of the assets of Betterer (the "Purchase Agreement"), including, among other things, all right, title and interest in and to the Trademarks listed in Schedule A (the "Marks") and in and to the registrations and/or applications for same (the "Acquisition");
- B. Assignor assigned the Purchase Agreement to Assignee pursuant to that certain Assignment and Assumption Agreement between the parties dated January 13, 2022;
- C. The Deed of Assignment for the Marks that was delivered by Betterer at the closing of the Acquisition inadvertently identified Assignor as the assignee of all right, title and interest in and to the Marks, registrations and/or applications rather than reflecting Assignee as the assignee thereunder;
- D. Assignor is now assigning the Marks to Assignee.

NOW, THEREFORE, for the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

1. Assignor hereby sells, assigns, transfers, and sets over to Assignee all of Assignor's rights, title, and interest in and to the Marks and applications and registrations for the same, together with the goodwill of the business symbolized and associated with the Marks, and the right to sue for past infringements and unauthorized uses of the Marks.
2. Assignee hereby accepts such assignment and transfer.

3. Assignor does hereby authorize the empowered official of any country or countries whose duty it is to record trademark and service mark registrations, applications, and title thereto (each, a "Government Official"), to record the Marks and applications and registrations for the same and title thereto as the property of Assignee, its successors and assigns.

4. Assignor and Assignee hereby agree that Assignee shall be solely responsible for making such filings with Government Officials as are necessary or advisable to fully effectuate this Assignment, and Assignor and its successors and assigns shall, without further compensation, execute and deliver such documents provided by Assignee that are reasonably requested by Assignee in connection therewith.

IN WITNESS WHEREOF, the parties have executed this Deed of Assignment effective as of January 14, 2022.

Betterer Foods, Inc., Assignor

DocuSigned by:
By: Julia Stamberger
47FBA326C1AA4F8...

Name: Julia Stamberger

Title: Chief Executive Officer

Planting Hope Brands, LLC, Assignee

DocuSigned by:
By: Julia Stamberger
47FBA326C1AA4F8...

Name: Julia Stamberger

Title: Chief Executive Officer

Schedule A

Marks

<u>Country</u>	<u>Mark</u>	<u>Mark Status</u>	<u>App. No. Reg. No.</u>	<u>App. Date Reg. Date</u>	<u>Grant Date</u>	<u>Class(es)</u>
Australia (WIPO)	RIGHTRICE	Registered	1449946 1989843	12/17/2018 12/17/2018	10/28/2019	029, 030
Canada	RIGHTRICE	Pending	1936126	12/14/2018		029, 030
China (WIPO)	RIGHTRICE	Registered	1449946 1449946	12/17/2018 12/17/2018		029
European Union (WIPO)	RIGHTRICE	Registered	1449946 1449946	12/17/2018 12/17/2018	07/16/2019	029, 030
Israel (WIPO)	RIGHTRICE	Registered	1449946	12/17/2018 12/17/2018	12/09/2019	029, 030
Japan (WIPO)	RIGHTRICE	Registered	1449946 1449946	12/17/2018 12/17/2018	12/25/2020	029, 030
Mexico (WIPO)	RIGHTRICE	Registered	2167380 2043625	12/17/2018 12/17/2018	10/01/2019	029
Mexico (WIPO)	RIGHTRICE	Registered	2167381 2086493	12/17/2018 12/17/2018	02/24/2020	030
New Zealand (WIPO)	RIGHTRICE	Registered	1449946 1113794	12/17/2018 12/17/2018	07/02/2019	029, 030
Norway (WIPO)	RIGHTRICE	Registered	1449946 1449946	12/17/2018 12/17/2018	01/24/2020	029, 030

<u>Country</u>	<u>Mark</u>	<u>Mark Status</u>	<u>App. No. Reg. No.</u>	<u>App. Date Reg. Date</u>	<u>Grant Date</u>	<u>Class(es)</u>
Switzerland (WIPO)	RIGHTRICE	Registered	1449946 1449946	12/17/2018 12/17/2018	12/13/2019	029, 030
United Kingdom	RIGHTRICE	Registered	1449946 UK00801449946	12/17/2018 12/17/2018	07/16/2019	029, 030
United Kingdom (WIPO)	RIGHTRICE	Registered	1449946 1449946	12/17/2018 12/17/2018	05/09/2019	029, 030
United States	RIGHTCUP	Pending	90477508	01/20/2021		030
United States	RIGHTGRAIN	Pending	88506154	07/09/2019		029, 030
United States	RIGHTRICE	Registered	87598342 5597052	09/06/2017 10/30/2018		029, 030
WIPO	RIGHTRICE	Registered	1449946 1449946	12/17/2018 12/17/2018	02/14/2019	029, 030

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FG:100042388.2

RECORDED: 01/27/2022

**TRADEMARK
REEL: 007643 FRAME: 0006**