

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	Rebecca Bell		08/13/2012
			Entity Type
			INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Lake Is Good LLC		
Street Address:	307 Aurora Street SE		
City:	Grand Rapids		
State/Country:	MICHIGAN		
Postal Code:	49507		
Entity Type:	LIMITED LIABILITY COMPANY: MICHIGAN		
PROPERTY NUMBERS Total: 2			
	Property Type	Number	Word Mark
	Serial Number:	85434304	LAKE IS GOOD
	Registration Number:	3610199	LAKE IS GOOD
CORRESPONDENCE DATA			
Fax Number:	6169578196		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	6169499610		
Email:	ptomail@priceheneveld.com		
Correspondent Name:	PRICE HENEVELD LLP		
Address Line 1:	695 Kenmoor SE		
Address Line 2:	PO Box 2567		
Address Line 4:	Grand Rapids, MICHIGAN 49501		
ATTORNEY DOCKET NUMBER:	BEL013 A300		
NAME OF SUBMITTER:	Aaron J. Wong		
Signature:	/Aaron J. Wong/		
Date:	08/13/2012		
Total Attachments: 1 source=16H1796#page1.tif			

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**TRADEMARK ASSIGNMENT**

WHEREAS, Rebecca Bell, having an address of 307 Aurora SE, Grand Rapids, Michigan 49507 (hereinafter Assignor), is the owner of United States Trademark Registration No. 3,610,199 for the mark LAKE IS GOOD and Trademark Application No. 85/434,304 for the mark LAKE IS GOOD; and

WHEREAS, Lake Is Good, LLC, a Michigan corporation, having a place of business at 307 Aurora Street, SE, Grand Rapids, Michigan 49507 (hereinafter Assignee), is desirous of acquiring any and all rights that Assignor may have in and to Trademark Registration No. 3,610,199 and Trademark Application No. 85/434,304, together with the goodwill of the business in connection with which said trademark registration is used and which is symbolized by same, along with the right to recover for damages and profits for past infringements thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to said Trademark Registration No. 3,610,199 and Trademark Application No. 85/434,304 for the United States, together with the goodwill of the business in connection with which same is used and which is symbolized thereby, and all other rights which Assignor has enjoyed thereunder throughout all countries of the world, including any and all rights of recovery based on past infringement of said Trademark Registration No. 3,610,199 and Trademark Application No. 85/434,304, the same to be held and enjoyed by the Assignee, its successors and assigns to the full end of the terms for which the aforesaid trademark registration is valid and any renewals of the terms thereof.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by its duly authorized officer this 13 day of August, 2012.

8-13-2012  
Date

By:   
Rebecca Bell