

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	Entity Type
InQuest Marketing, L.L.C.		07/20/2012	LIMITED LIABILITY COMPANY: KANSAS
RECEIVING PARTY DATA			
Name:	PCEKC, LLC		
Street Address:	4200 W. 83rd Street		
City:	Prairie Village		
State/Country:	KANSAS		
Postal Code:	66208		
Entity Type:	LIMITED LIABILITY COMPANY: KANSAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2238671	KC PRIDE	
CORRESPONDENCE DATA			
Fax Number:	9136479057		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	9136479050		
Email:	tmdocketing.elbein@hoveywilliams.com		
Correspondent Name:	Michael Elbein - HOVEY WILLIAMS LLP		
Address Line 1:	10801 Mastin Blvd., Suite 1000		
Address Line 4:	Overland Park, KANSAS 66210		
ATTORNEY DOCKET NUMBER:	5952.002; DKT. 44496		
NAME OF SUBMITTER:	Michael Elbein		
Signature:	/Michael Elbein/		
Date:	08/24/2012		
Total Attachments: 1 source=Assignment to PCEKC#page1.tif			

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ASSIGNMENT OF TRADEMARK

WHEREAS, InQuest Marketing, L.L.C., a Kansas limited liability company, f/k/a Wilson Chapman RE, L.L.C., 9249 Ward Parkway, Kansas City, Missouri 64114 ("Assignor"), has adopted, used, is using and owns the following mark:

KC PRIDE (Class 29, goods and services: Meat), Reg. No. 2,238,671 registered April 13, 1999 (Federal). (Registration limited to the area comprising the entire United States except the states of Arkansas, Illinois, Iowa, Kansas, Kentucky, Missouri, Nebraska, Oklahoma, Tennessee and Texas pursuant to Concurrent Use Proceeding No. 94002030 with Registration No. 2,847,186).

(the "Mark"); and

WHEREAS, Wilson Chapman RE, L.L.C. changed its name to InQuest Marketing, L.L.C. on November 1, 2006; and

WHEREAS, PCEKC, LLC, a Kansas limited liability company ("Assignee"), is desirous of acquiring all rights, title and interest in and to the said Mark, the goodwill symbolized thereby, and the registration thereof;

NOW, THEREFORE, for and in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby mutually acknowledged, Assignor hereby sells, assigns, transfers and conveys to Assignee all rights, title and interest in and to the Mark, together with the goodwill associated with the Mark and the registration thereof, and Assignee does hereby accept such transfer in its as-is where-is condition, and Assignor hereby authorizes Assignee to record its name change with the United States Patent and Trademark Office to complete the chain of title.

Dated this 20th day of July, 2012.

ASSIGNOR:

INQUEST MARKETING, L.L.C.

By: 
Brian Olson, Manager