

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	License. Use and registration of the "PENDLETON" portion of the 'PENDLETON ROUND-UP" mark is under license from Pendleton Woolen Mills, Inc.		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Pendleton Woolen Mills, Inc.		09/09/2013	CORPORATION: OREGON
RECEIVING PARTY DATA			
Name:	The Round Up Association		
Street Address:	1114 S.W. Court Avenue		
City:	Pendleton		
State/Country:	OREGON		
Postal Code:	97801		
Entity Type:	CORPORATION: OREGON		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85085903	PENDLETON ROUND-UP	
CORRESPONDENCE DATA			
Fax Number:	5037785499		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	503-778-5320		
Email:	almurray@dwt.com		
Correspondent Name:	J. Alfred Murray, Davis Wright Tremaine		
Address Line 1:	1300 SW Fifth Avenue, Suite 2400		
Address Line 4:	Portland, OREGON 97201-5610		
ATTORNEY DOCKET NUMBER:	57121-2		
NAME OF SUBMITTER:	J. Alfred Murray, Davis Wright Tremaine		
Signature:	/J. Alfred Murray/		
Date:	12/16/2013		
Total Attachments: 1 source=Signed statement#page1.tif			

CH \$40.00 85085903

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE


Application No.: 85/085903  
Application Date: July 15, 2010  
Applicant: The Round Up Association  
Mark: PENDLETON ROUND-UP

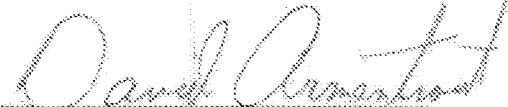
---

Pursuant to that certain *confidential* SETTLEMENT AND LICENSE AGREEMENT dated September 9, 2013, The Round Up Association hereby enters into the record of Application Serial No. 85/085,903 that the use and registration of the "PENDLETON" portion of the "PENDLETON ROUND-UP" mark is under license from Pendleton Woolen Mills, Inc.

THE ROUND-UP ASSOCIATION

PENDLETON WOOLEN MILLS, INC.

By:   
Name: Tim Hawkins  
Title: President of the Board of Directors  
Date: 12/13/13

By:   
Name: David Armentrout  
Title: Legal Coordinator  
Date: 12/10/13