

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM320076

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mission Health System, Inc.		10/15/2014	non-profit corporation: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	Lauren M. Kirkland		
Street Address:	266 Foxcroft Drive		
City:	Asheville		
State/Country:	NORTH CAROLINA		
Postal Code:	28806		
Entity Type:	INDIVIDUAL: UNITED STATES		
Name:	Randolph Brian Kirkland		
Street Address:	266 Foxcroft Drive		
City:	Asheville		
State/Country:	NORTH CAROLINA		
Postal Code:	28806		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86074039	KUDLIWRAP	
CORRESPONDENCE DATA			
Fax Number:			
<i>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.</i>			
Phone:	704-245-6515		
Email:	bdavis@vlplawgroup.com		
Correspondent Name:	Brian M. Davis		
Address Line 1:	5960 Fairview Rd; Suite 400		
Address Line 4:	Charlotte, NORTH CAROLINA 28210		
NAME OF SUBMITTER:	Brian M. Davis		
SIGNATURE:	/Brian M. Davis/		
DATE SIGNED:	10/15/2014		

OP \$40.00 86074039

Total Attachments: 1

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**ASSIGNMENT OF
INTELLECTUAL PROPERTY RIGHTS**

WHEREAS, Mission Health System, Inc., a North Carolina non-profit corporation (hereinafter referred to as "ASSIGNOR") is the owner of the intent-to-use trademark application directed to the mark KUDLIWRAP filed September 25, 2013 (US Serial No. 86/074,039) (hereafter, the "Application").

WHEREAS, Lauren M. Kirkland and Randolph Brian Kirkland, individuals residing in Asheville, North Carolina (hereinafter referred to collectively as "ASSIGNEE") are acquiring the Application and any and all rights (including any goodwill) associated with the KUDLIWRAP mark owned by ASSIGNOR as part of the transfer of the portion of ASSIGNOR'S business to which this mark pertains.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns, transfers and sells, unto ASSIGNEE, its legal representatives and assigns, all of ASSIGNOR'S worldwide right, title, interest, associated goodwill, and all rights of action against third parties ASSIGNOR has or may have in the future in and to the KUDLIWRAP mark, including, without limitation, the Application and all trademark and service mark rights, trade dress rights and any and all other related intellectual property rights in the mark, which interests and rights shall be held and enjoyed by ASSIGNEE as fully and entirely as the same would have been held by ASSIGNOR had this transfer, assignment, and sale not been made.

IN WITNESS WHEREOF, the undersigned, intending to be legally bound, has caused this Assignment of Intellectual Property rights to be executed effective as of the 15th day of October, 2014.

ASSIGNOR:

MISSION HEALTH SYSTEM, INC.

Signature: 

Printed Name: Marc B. Westle, D.O.

Title: SVP of Innovation