

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM324282

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Oneida Indian Nation of New York		11/12/2014	Indian Tribe: NEW YORK
RECEIVING PARTY DATA			
Name:	Ohserase Holdings, LLC		
Street Address:	425 State Route 37		
City:	Hogansburg		
State/Country:	NEW YORK		
Postal Code:	13655		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85665596	SIERRA	
CORRESPONDENCE DATA			
Fax Number:	5183583309		
<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:	5183584229		
Email:	streptow@ohserase.com		
Correspondent Name:	Sarah Treptow		
Address Line 1:	425 State Route 37		
Address Line 4:	Hogansburg, NEW YORK 13655		
NAME OF SUBMITTER:	Justin E. Tarbell		
SIGNATURE:	/Justin E. Tarbell/		
DATE SIGNED:	11/25/2014		
Total Attachments: 2			
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OP \$40.00 85665596

Assignment of SIERRA
Registered Trademark

WHEREAS, ONEIDA INDIAN NATION OF NEW YORK, 2037 Dream Catcher Plaza, Oneida, NY 13421 has adopted, acquired, used, and is using exclusively in its business certain trademark ("the Mark"), which is registered in the United States Patent and Trademark office under the following registration:

Mark	Serial Number	Date of Registration	Int. Class
SIERRA	85665596	Apr. 30, 2013	034

And WHEREAS, OHSERASE HOLDINGS, LLC, 425 State Route 37, Akwesasne, New York 13655 ("Assignee"), is desirous of acquiring all right, title, and interest in and to the Mark and the registration thereof that the Assignor may have in and to the Mark and the registration thereof, together with the goodwill of the business in connection with which the Mark is used and which is symbolized by the Mark, along with the right to recover for damages and/or profits for past infringements thereof;

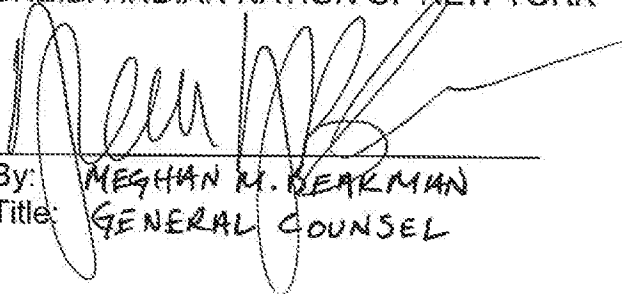
NOW THEREFORE, for a good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign to Assignee, its successors and assigns, all of its right, title, and interest in and to the Mark, together with all of the goodwill of the businesses symbolized by the Mark, and the previously identified registration thereof, and together with the right to sue and collect damages and/or profits for past infringement of the Mark, the intent being to substitute the Assignee in place of the Assignor for all purposes.

The Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's rights, title, and interest in and to the

Mark in the Assignee and perfect or record this assignment.

IN WITNESS WHEREOF, ONEIDA INDIAN NATION OF NEW YORK has caused this instrument to be signed by MEGHAN M. BEAKMAN, GENERAL COUNSEL (title), this 12th day of November, 2014.

ONEIDA INDIAN NATION OF NEW YORK



By: MEGHAN M. BEAKMAN
 Title: GENERAL COUNSEL

STATE OF NEW YORK)
) ss.
 COUNTY OF ONEIDA)

BEFORE ME, the undersigned authority, personally appeared MEGHAN M. BEAKMAN,
 to me well known ✓ or who produced _____ as
 identification, and known to me to be the person described in and who executed the
 foregoing instrument, and acknowledged to and before me that he/she executed said
 instrument for the purposes therein expressed.

WITNESS my hand and seal this 12th day of November, 2014.



Printed Name:
 NOTARY PUBLIC STATE OF NEW YORK

My Commission Expires:

RENEE M. STAWARSKI
 NOTARY PUBLIC - STATE OF NEW YORK
 NO. 01ST5064865
 QUALIFIED IN ONEIDA COUNTY
 COMMISSION EXPIRES AUGUST 28, 2018