

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM328830

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
PBR Industries, Inc.		01/08/2015	CORPORATION: MISSOURI
RECEIVING PARTY DATA			
Name:	St. Louis Cardinals, LLC		
Street Address:	700 Clark Street		
City:	St. Louis		
State/Country:	MISSOURI		
Postal Code:	63102		
Entity Type:	LIMITED LIABILITY COMPANY: MISSOURI		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85452351	RALLY SQUIRREL	
CORRESPONDENCE DATA			
Fax Number:	2125750671		
<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:	2127909200		
Email:	trademark@cjl.com		
Correspondent Name:	Mary L. Kevlin		
Address Line 1:	Cowan, Liebowitz & Latman, P.C.		
Address Line 2:	1133 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	21307/098/MLK/LS		
NAME OF SUBMITTER:	Mary L. Kevlin		
SIGNATURE:	/Mary L. Kevlin/		
DATE SIGNED:	01/13/2015		
Total Attachments: 1			
source=21307071 RALLY SQUIRREL Assignment#page1.tif			

OP \$40.00 85452351

TRADEMARK ASSIGNMENT

WHEREAS, PBR Industries, Inc., a Missouri corporation, located at 400 Valley School Drive, Valley Park, MO 63088 ("Assignor"), filed U.S. Trademark Application No. 85/452,351 for the mark RALLY SQUIRREL (the "Application"); and

WHEREAS, Assignor desires to transfer all of its right, title and interest in the mark RALLY SQUIRREL, together with the goodwill of the business symbolized thereby, and the Application, to St. Louis Cardinals, LLC (the "Assignee");

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee, its successors and assigns, absolutely and forever, all of Assignor's rights, title and interest in and to the mark RALLY SQUIRREL, together with the goodwill of business symbolized thereby, the Application, and all causes of action for any and all past infringements of the rights so assigned occurring before or after the date of this assignment and the right to collect and retain the proceeds therefrom.

Dated: 1-8-15

PBR Industries, Inc.

By:

Phillip B. Rideout PRES.

Name: Phillip B. Rideout

Title: President