

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM331595

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
U.S. Roasterie, Inc.		02/09/2015	CORPORATION: IOWA
RECEIVING PARTY DATA			
Name:	Ronnoco Roasterie, LLC		
Street Address:	4241 Sarpy		
City:	St. Louis		
State/Country:	MISSOURI		
Postal Code:	63110		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4325344	MAESTRO COFFEE ROASTERS	
Registration Number:	4210411	THE BEAN STOP	
Registration Number:	4118970	CAFE PERKS	
Registration Number:	4053286	GOURMET GROUNDS	
CORRESPONDENCE DATA			
Fax Number:	2485668523		
<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:	(248) 566-8522		
Email:	jlyons@honigman.com		
Correspondent Name:	Thomas J. Appledorn		
Address Line 1:	39400 Woodward Avenue, Suite 101		
Address Line 4:	Bloomfield Hills, MICHIGAN 48304		
ATTORNEY DOCKET NUMBER:	234243-330725		
NAME OF SUBMITTER:	Thomas J. Appledorn		
SIGNATURE:	/Thomas J. Appledorn/		
DATE SIGNED:	02/09/2015		
Total Attachments: 4			
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ASSIGNMENT OF INTELLECTUAL PROPERTY

THIS ASSIGNMENT OF INTELLECTUAL PROPERTY (this “**Assignment**”) is made as of 12:01 am Central Time February 9, 2015, by and between U.S. Roasterie, Inc., an Iowa corporation (“**Assignor**”), in favor of Ronnoco Roasterie, LLC, a Delaware limited liability company (“**Assignee**”).

BACKGROUND

Assignee and Assignor are parties to a Sale Agreement dated as of the date hereof (the “**Sale Agreement**”), pursuant to which Great Western Bank (“**Secured Party**”) has agreed to sell its interest in the intellectual property of Assignor to Assignee. Pursuant to the Sale Agreement, Assignor has agreed to execute such instruments as Assignee may reasonably request in order to more effectively memorialize the Secured Party’s sale of the intellectual property.

In accordance therewith, Assignor executes this Assignment in order to memorialize the Secured Party’s sale of all of Assignor’s worldwide right, title and interest in, to and under Assignor’s registered and unregistered domestic and foreign trademarks, trademark applications, domain names and trade names, including without limitation the trademarks, trademark applications, domain names and trade names listed on Schedule A annexed hereto and incorporated herein by reference (all of the foregoing being referred to herein as the “**Marks**”).

ASSIGNMENT

NOW, THEREFORE, Assignor, on behalf of Secured Party, does hereby transfer and assign to Assignee, and Assignee hereby accepts the transfer and assignment of, all of Secured Party’s worldwide right, title and interest in, to and under the Marks, together with the goodwill of the business associated therewith and which is symbolized thereby, all rights to sue for infringement of any Mark, whether arising prior to or subsequent to the date of this Assignment, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States and in any other jurisdiction, the same to be held and enjoyed by Assignee, its successors and assigns from and after the date hereof as fully and entirely as the same would have been held and enjoyed by Secured Party had this Assignment not been made. The Assignor hereby authorizes the Commissioner of Trademarks of the U.S. Patent and Trademark Office and any other appropriate government officials, to record this Assignment upon request by Assignee or its representatives and to issue one or more new certificates of registration in Assignee’s name.

[signature page follows]

IN WITNESS WHEREOF, the parties have executed this Assignment of Intellectual Property as of the date first above written.

ASSIGNOR:

U.S. ROASTERIE, INC.

By: [Signature]
Name: Howard Fischer
Title: President & CEO

ASSIGNEE:

RONNOCO ROASTERIE, LLC

By: _____
Name:
Title:

IN WITNESS WHEREOF, the parties have executed this Assignment of Intellectual Property as of the date first above written.

ASSIGNOR:

ASSIGNEE:

U.S. ROASTERIE, INC.

RONNOCO ROASTERIE, LLC

By: _____

Name: _____

Title: _____

By:  _____

Name: John Higgins

Title: Vice President

SCHEDULE A

Registered Trademarks:

Trademark	U.S. Registration No.	Registration Date
MAESTRO COFFEE ROASTERS	4325344	April 23, 2013
THE BEAN STOP	4210411	September 18, 2012
CAFE PERKS	4118970	March 27, 2012
GOURMET GROUNDS	4053286	November 8, 2011