

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM334474

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CN1, LLC		03/05/2015	LIMITED LIABILITY COMPANY: IOWA
RECEIVING PARTY DATA			
Name:	NFO, Inc.		
Street Address:	528 Billy Sunday Road		
Internal Address:	Ste. 100, P.O. Box 2508		
City:	Ames		
State/Country:	IOWA		
Postal Code:	50010		
Entity Type:	CORPORATION: IOWA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3498471	NEW COUNTRY FARMS	
CORRESPONDENCE DATA			
Fax Number:	6123713207		
<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:	612-371-3296		
Email:	TMG@LINDQUIST.COM		
Correspondent Name:	GARRETT M. WEBER		
Address Line 1:	80 SO. 8TH ST., 4200 IDS CENTER		
Address Line 4:	MINNEAPOLIS, MINNESOTA 55402		
ATTORNEY DOCKET NUMBER:	341886.0041		
NAME OF SUBMITTER:	Garrett M. Weber		
SIGNATURE:	/gmw/		
DATE SIGNED:	03/09/2015		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

This Trademark Assignment (this "*Assignment*"), dated as of the ^{5th} day of March 2015, is made effective between NFO, Inc., an Iowa corporation ("*Assignee*") and CN1, LLC, an Iowa limited liability company ("*Assignor*").

WHEREAS, Assignor is the owner of the Trademark listed on Exhibit A attached hereto and incorporated herein by reference (hereinafter the "Trademark");

AND WHEREAS, the Assignor has agreed to assign and does hereby assign to Assignee, all right, title, and interest, in and to, the Trademark, including all goodwill associated with the Trademark.

NOW THEREFORE, for good and valuable consideration, the receipt of all of which is hereby acknowledged:

1. Assignor hereby confirms that, as of the date hereof, Assignor has assigned and transferred and does hereby assign and transfer to Assignee, all right, title and interest in and to the Trademark, including all goodwill associated with the Trademark, all of the foregoing to be held and enjoyed by Assignee as fully and as entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.

2. Assignor further assigns and transfers to Assignee all of its right, title and interest in and to all claims for damages, accounting of profit and all other legal remedies by reason of past infringement of any of the Trademark, with the right to sue and collect the same.

3. Assignor covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this Assignment.

4. Assignor agrees that it will, upon request, and without further consideration, reasonably cooperate with Assignee to do such things and execute such further documents as may be necessary or desirable to record this assignment and to vest title thereto in Assignee, its successors, assigns and legal representatives or nominees.

5. Assignor further agrees that Assignor will, upon request, without further consideration, promptly provide to Assignee all pertinent facts and documents relating to the rights assigned hereunder as may be known and accessible to Assignor and will promptly execute and deliver to Assignee, or its legal representatives, any and all papers, instruments and affidavits that may be necessary or desirable to enforce such rights or to carry out the purposes hereof. Assignee will pay Assignor's reasonable costs and expenses incurred thereby.

6. This Assignment and all the terms hereof shall inure to the benefit of and be binding upon the parties hereto and their respective successors, assigns and legal representatives.

IN WITNESS WHEREOF, the Assignor caused its duly authorized representative to execute this Assignment effective as of the day and year first written above.

CN1, LLC

By: *David P. Reed*
Name: *David P. Reed*
Title: *Secretary*

On this *5th* day of March 2015, personally appeared *David P. Reed*, to me known and known to be the *Secretary* of CN1, LLC, and acknowledged that he/she executed the foregoing Assignment.

Eileen Thompson
Notary Public

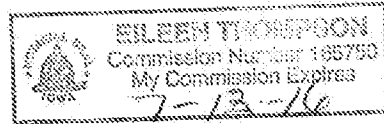


EXHIBIT A

United States Trademark Registration:

Mark	Status	Reg. No.	Reg. Date
NEW COUNTRY FARMS	Registered	3,498,471	9/9/2008