

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM345283

|   |  |                       |                                       |
|---|--|-----------------------|---------------------------------------|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                                       |                       |                                       |
| <b>NATURE OF CONVEYANCE:</b>  | Notice of Agreement Regarding Concurrent User Rights |                       |                                       |
| <b>CONVEYING PARTY DATA</b>   |  |                       |                                       |
| <b>Name</b>   | <b>Formerly</b>                                      | <b>Execution Date</b> | <b>Entity Type</b>                    |
| Niemann Foods, Inc  |  | 05/12/2015            | CORPORATION: ILLINOIS                 |
| Allegiance Retail Services, LLC   |  | 05/12/2015            | LIMITED LIABILITY COMPANY: NEW JERSEY |
| <b>RECEIVING PARTY DATA</b>   |  |                       |                                       |
| <b>Name:</b>  | Niemann Foods, Inc.                                  |                       |                                       |
| <b>Street Address:</b>  | 1501 North 12th Street                               |                       |                                       |
| <b>City:</b>  | Quincy   |                       |                                       |
| <b>State/Country:</b>   | ILLINOIS   |                       |                                       |
| <b>Postal Code:</b>   | 62301  |                       |                                       |
| <b>Entity Type:</b>   | CORPORATION: ILLINOIS                                |                       |                                       |
| <b>Name:</b>  | Allegiance Retail Services, LLC                      |                       |                                       |
| <b>Street Address:</b>  | 485D Route 1 Sourth                                  |                       |                                       |
| <b>Internal Address:</b>  | Suite 420  |                       |                                       |
| <b>City:</b>  | Iselin   |                       |                                       |
| <b>State/Country:</b>   | NEW JERSEY   |                       |                                       |
| <b>Postal Code:</b>   | 08830  |                       |                                       |
| <b>Entity Type:</b>   | LIMITED LIABILITY COMPANY: NEW JERSEY                |                       |                                       |
| <b>PROPERTY NUMBERS Total: 2</b>  |  |                       |                                       |
| <b>Property Type</b>  | <b>Number</b>  | <b>Word Mark</b>      |                                       |
| <b>Serial Number:</b>   | 86669333   |                       |                                       |
| <b>Serial Number:</b>   | 86669348   |                       |                                       |
| <b>CORRESPONDENCE DATA</b>  |  |                       |                                       |
| <b>Fax Number:</b>  | 8669417157   |                       |                                       |
| <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> |  |                       |                                       |
| <b>Phone:</b>   | 7323331989   |                       |                                       |
| <b>Email:</b>   | peter.luccarelli@pliqlaw.com                         |                       |                                       |
| <b>Correspondent Name:</b>  | Peter A. Luccarelli Jr.                              |                       |                                       |
| <b>Address Line 1:</b>  | PO Box 211   |                       |                                       |
| <b>Address Line 4:</b>  | Parlin, NEW JERSEY 08859-0211                        |                       |                                       |

OP \$65.00 86669333

|  |                           |
|--|---------------------------|
| <b>NAME OF SUBMITTER:</b>  | Peter A. Luccarelli Jr.   |
| <b>SIGNATURE:</b>  | /Peter A. Luccarelli Jr./ |
| <b>DATE SIGNED:</b>  | 06/22/2015                |
| <b>Total Attachments: 1</b><br>source=NoticeConcUseAgmtAllegiance520150622084728#page1.tif |                           |

NOTICE OF AGREEMENT REGARDING CONCURRENT USER RIGHTS

Effective as of May 1<sup>st</sup>, 2015, a Consent and Concurrent Use Agreement became effective between Niemann Foods, Inc., an Illinois corporation, having its principal place of business at 1501 North 12th St, Quincy, IL 62301 and Allegiance Retail Services, LLC, a New Jersey limited liability company, having its principal place of business at 485D Route 1 South, Suite 420, Iselin, NJ 08830 regarding the rights and obligations of each party to concurrent adoption, use and federal registration of its respective "Rancher's Legend" expression and logo.

Attorneys for either party are authorized to record this Notice with the United States Patent and Trademark Office.

IN WITNESS WHEREOF, the parties hereto have caused this Notice to be made and executed by duly authorized officers as of the dates and years indicated below.

Niemann Foods, Inc.

5.15.15  
Date

By: Ron D Cool  
Vice President, Dir. of Marketing

Allegiance Retail Services, LLC

5/12/2015  
Date

By: Michael Stolarz  
Michael Stolarz, President