

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM349664

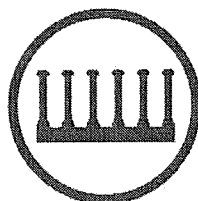
<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
EVERY TRUE SON, LLC		07/28/2015	LIMITED LIABILITY COMPANY: MISSOURI
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Curators of the University of Missouri		
<b>Street Address:</b>	311 Jesse Hall		
<b>Internal Address:</b>	Office of Administrative Services		
<b>City:</b>	Columbia		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	65211-1240		
<b>Entity Type:</b>	public corporation: MISSOURI		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4633979		
<b>Registration Number:</b>	4705228	EVERY TRUE SON	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4045413372		
<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>	404-815-6500		
<b>Email:</b>	tadmin@ktslaw.com, brook@ktslaw.com		
<b>Correspondent Name:</b>	William H. Brewster		
<b>Address Line 1:</b>	1100 Peachtree Street, Suite 2800		
<b>Address Line 4:</b>	Atlanta, GEORGIA 30309		
<b>ATTORNEY DOCKET NUMBER:</b>	C1233/926980		
<b>NAME OF SUBMITTER:</b>	Beth Rook		
<b>SIGNATURE:</b>	/Beth Rook/		
<b>DATE SIGNED:</b>	07/29/2015		
<b>Total Attachments: 2</b>			
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ASSIGNMENT

THIS ASSIGNMENT is made as of the 28<sup>th</sup> day of July, 2015, between EVERY TRUE SON, LLC, a limited liability company with an address of 1254 Devonworth Town and Country, Missouri 63107 U.S.A. (the "Assignor") and the Curators of the University of Missouri, a public corporation located at 311 Jesse Hall, Office of Administration Services, Columbia, Missouri 65211-1240 U.S.A. (the "Assignee") and pursuant to the Agreement between the parties dated 7/28/15.

WHEREAS, Assignor owns certain rights in the Columns Design Mark depicted below (the "Column Trademark"), including United States Trademark Registration No. 4633979 therefor (the "Column Registration");



WHEREAS, Assignor owns certain rights in the EVERY TRUE SON Mark (the "Every TRUE SON Trademark"), including United States Trademark Reg. No. 4705228 therefor (the "EVERY TRUE SON Registration"), filed on March 24, 2014.

WHEREAS, the Column Trademark and EVERY TRUE SON Trademark shall hereinafter be referred to collectively as the "Trademarks;"

WHEREAS, Assignor wishes to assign, grant and deliver exclusively unto Assignee all of its rights, titles and interests of every kind and nature whatsoever in and to

the Trademarks, the Column Registration, and the EVERY TRUE SON Registration, the goodwill relating thereto, and all rights of action and claims for past infringement thereof;

WHEREAS, Assignee is desirous of accepting said assignment;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers, and conveys to Assignee all rights, titles, and interests in and to the Trademarks, the Column Registration, and the EVERY TRUE SON Registration, and any registration that issues therefrom, together with that portion of Assignor's business to which the Trademark and the Registration pertain and the goodwill of the business symbolized by the Trademark and the Registration, and all rights of action and claims for past infringement thereof.

EVERY TRUE SON, LLC

By: 

Date: 7/28/15