

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM356814

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Whitetail Institute of North America, Inc.		09/29/2015	CORPORATION: ALABAMA

RECEIVING PARTY DATA

Name:	Whitetail Institute of North America, LLC
Street Address:	239 Whitetail Trail
City:	Hope Hull
State/Country:	ALABAMA
Postal Code:	36083
Entity Type:	LIMITED LIABILITY COMPANY: ALABAMA

PROPERTY NUMBERS Total: 42

Property Type	Number	Word Mark
Serial Number:	86663826	
Registration Number:	4779261	FOOD PLOT TV
Registration Number:	4732755	AMBUSH
Registration Number:	4705566	TURKEY SELECT
Registration Number:	4574224	WINTER GREENS
Registration Number:	4064751	RAINBOND
Registration Number:	3900728	IMPERIAL WHITETAIL FORAGE OATS PLUS
Registration Number:	4132439	BOWSTAND
Registration Number:	3143584	KRAZE
Registration Number:	3074732	SLAY
Registration Number:	3077788	ARREST
Registration Number:	3196878	INSIGHT
Registration Number:	3196533	WHITETAIL NEWS
Registration Number:	3137372	WINTER GREENS
Registration Number:	3071823	CHICORY PLUS
Registration Number:	3024797	X-9
Registration Number:	3847865	RESEARCH = RESULTS
Registration Number:	3759151	OBSESSION
Registration Number:	3695944	IMPERIAL WHITETAIL RESULTS

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	3626754	4-PLAY
Registration Number:	3847866	"CHIC" MAGNET
Registration Number:	3884311	TALL TINE TUBERS
Registration Number:	3522334	DOUBLE CROSS
Registration Number:	2811542	POWER PLANT
Registration Number:	2803393	SECRET SPOT
Registration Number:	2845618	IMPERIAL WHITETAIL EXTREME
Registration Number:	2662293	WHITETAIL INSTITUTE
Registration Number:	2684500	PURE ATTRACTION
Registration Number:	2712651	GOLDEN JUMPSTART
Registration Number:	2569765	NO-PLOW
Registration Number:	2511844	WHITETAIL INSTITUTE OF NORTH AMERICA
Registration Number:	2505976	ALFA-RACK
Registration Number:	2483435	CUTTING EDGE
Registration Number:	2507768	SUSTAIN
Registration Number:	2493325	OPTIMIZE
Registration Number:	2441614	DEVOUR
Registration Number:	2424121	INITIATE
Registration Number:	2407261	WHITETAIL CLOVER
Registration Number:	2363722	IMPERIAL WHITETAIL
Registration Number:	2290010	IMPACT
Registration Number:	1938382	IMPERIAL WHITETAIL MAGNET MIX
Registration Number:	1693959	IMPERIAL WHITETAIL 30-06

CORRESPONDENCE DATA

Fax Number: 2026591559

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.

Phone: (202) 457-0160

Email: mdicarlo@dickinsonwright.com

Correspondent Name: Samuel D. Littlepage

Address Line 1: Dickinson Wright PLLC

Address Line 2: 1875 Eye Street, N.W., Suite 1200

Address Line 4: Washington, D.C. 20006

ATTORNEY DOCKET NUMBER: 70369-1

NAME OF SUBMITTER: Samuel D. Littlepage

SIGNATURE: /Samuel D. Littlepage/

DATE SIGNED: 09/30/2015

Total Attachments: 3

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TRADEMARK ASSIGNMENT

ASSIGNMENT made this 29 day of September, 2015, by and between Whitetail Institute of North America, Inc. (hereinafter "Assignor"), an Alabama Corporation, located at P.O. Box 2006 Route 1, Pintlala, Alabama 36043 and Whitetail Institute of North America, LLC (hereinafter "Assignee"), an Alabama Limited Liability Company, located at 239 Whitetail Trail, Hope Hull, AL 36043.

WHEREAS, Assignor has adopted and is using the trademarks and service marks set forth below ("Marks"):

<u>MARKS</u>	<u>APPLICATION/ REGISTRATION NUMBER</u>
	86663826
FOOD PLOT TV	4779261
AMBUSH	4732755
TURKEY SELECT	4705566
WINTER GREENS	4574224
RAINBOND	4064751
IMPERIAL WHITETAIL FORAGE OATS PLUS	3900728
BOWSTAND	4132439
KRAZE	3143584
SLAY	3074732
ARREST	3077788
INSIGHT	3196878
WHITETAIL NEWS	3196533
WINTER GREENS	3137372
CHICORY PLUS	3071823
X-9	3024797
RESEARCH = RESULTS	3847865
OBSESSION	3759151
IMPERIAL WHITETAIL RESULTS	3695944
4-PLAY	3626754
"CHIC" MAGNET	3847866
TALL TINE TUBERS	3884311
DOUBLE CROSS	

POWER PLANT	3522334
SECRET SPOT	2811542
IMPERIAL WHITETAIL EXTREME	2803393
WHITETAIL INSTITUTE	2845618
PURE ATTRACTION	2662293
GOLDEN JUMPSTART	2684500
NO-PLOW	2712651
WHITETAIL INSTITUTE OF NORTH AMERICA	2569765
ALFA-RACK	2511844
CUTTING EDGE	2505976
SUSTAIN	2483435
OPTIMIZE	2507768
DEVOUR	2493325
INITIATE	2441614
WHITETAIL CLOVER	2424121
IMPERIAL WHITETAIL	2407261
IMPACT	2363722
IMPERIAL WHITETAIL MAGNET MIX	2290010
IMPERIAL WHITETAIL 30-06	1938382
	1693959

WHEREAS, Assignee is desirous of acquiring the Marks and the goodwill of the business associated therewith, as well as the federal applications and registrations therefor.

NOW, THEREFORE, in consideration of ten dollars (\$10.00), the receipt of which is hereby acknowledged, Assignor conveys, transfers, and assigns to Assignee all its right, title, and interest in and to the Marks and the federal applications and registrations therefore as identified above, together with the goodwill of the business symbolized thereby.

Assignor further assigns to Assignee all rights to sue for and receive all damages occurring from past infringing uses of the Marks.

Assignor warrants that it has good and valid title to the Marks, including the applications and registrations therefor. Assignor agrees that upon request by Assignee, Assignor shall execute all papers, make all rightful oaths, testify on behalf of Assignee and do all other lawful acts necessary to carry out the intent of this Assignment at Assignee's expense and request, as well as provide such other material, information, or assistance as Assignee may consider necessary.

This Assignment shall be binding on the parties, their successors, and/or assigns and all others acting by, or under their direction, and all those in privity therewith.

WHITETAIL INSTITUTE OF NORTH AMERICA, INC.

By: _____

Title: _____

Date: _____

State of Alabama)

County of Montgomery)

ss:

On this 29th day of September, 2015, before me appeared Wilson Scott, the person who signed this instrument, who acknowledged that he signed it as a free act on his own behalf and on the behalf of the corporation known as Whitetail Institute of North America, Inc., and that he had authority from said corporation to sign the instrument.

(SEAL)

Vicki M. Bender
Notary

My Commission expires: July 17, 2016

