

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM367939

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Rather Dashing Games LLC		12/31/2015	LIMITED LIABILITY COMPANY: KENTUCKY
RECEIVING PARTY DATA			
Name:	Kalmbach Publishing Co.		
Street Address:	21027 Crossroads Circle		
City:	Waukesha		
State/Country:	WISCONSIN		
Postal Code:	53187-1612		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4817912	RATHER DASHING	
CORRESPONDENCE DATA			
Fax Number:	4142974900		
<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:	414 271-2400		
Email:	ipdocketing@foley.com, jrodriguez@foley.com		
Correspondent Name:	Dayna M. Frenkel - Foley & Lardner LLP		
Address Line 1:	777 East Wisconsin Avenue		
Address Line 4:	Milwaukee, WISCONSIN 53202		
ATTORNEY DOCKET NUMBER:	044150-0136		
NAME OF SUBMITTER:	Dayna M. Frenkel		
SIGNATURE:	/Dayna M. Frenkel/		
DATE SIGNED:	01/05/2016		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

WHEREAS, Rather Dashing Games LLC, a Kentucky limited liability company ("Assignor"), is the owner of and has adopted and used those trademarks listed on Schedule A hereto (the "Trademarks"); and

WHEREAS, Kalmbach Publishing Co., a Wisconsin corporation, with offices at 21027 Crossroads Circle, Waukesha, Wisconsin 53187-1612 ("Assignee"), desires to acquire all of Assignor's right, title and interest in and to the Trademarks, in the United States of America and all other countries and jurisdictions of the world, as well as all associated goodwill, as successor to the business of Assignor to which the Trademarks relate.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which hereby are acknowledged by each party, Assignor hereby assigns to Assignee all of Assignor's right title and interest in the Trademarks, together with the goodwill of the business associated with the Trademarks.

Executed on the 31st day of December, 2015.

RATHER DASHING GAMES LLC

By: 

Name: Michael Richie

Its: President

[ACKNOWLEDGEMENT PAGE FOLLOWS]

ACKNOWLEDGEMENT

State of KENTUCKY)

County of MADISON)

The foregoing instrument was acknowledged before me on this 31ST day of December, 2015, by [Name], who is personally known to me (or satisfactorily proven) and who voluntarily acknowledged this instrument as PRESIDENT of Rather Dashing Games LLC, a Kentucky limited liability company, on behalf of such limited liability company.

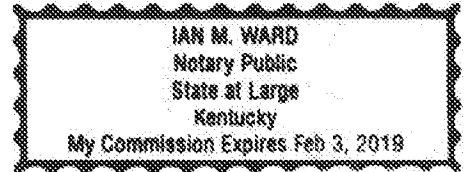
[Signature]

, Notary Public

MADISON County, State of KENTUCKY

My commission expires: FEB 3, 2019

Acting in the County of MADISON



SCHEDULE A
Registrations

Federal Trademark Registration

TRADEMARK	OWNER OF MARK	STATUS	SERIAL NUMBER	REG. NUMBER	COUNTRY	FILING DATE	REG. DATE
RATHER DASHING Word Mark	Assignor	Active	86547318	4817912	United States	02/26/15	09/22/15

Registered Trade Name

Rather Dashing Games (registered trade name with the Secretary of State of Kentucky)

Unregistered Trade Rights

Sir Barnaby – mascot

Aloysius, Sir Barnaby’s faithful manservant – mascot

“X-Marks the Spot” – game title

Four Taverns – game title (abbreviated version)

Red Hot Silly Peppers – game title

Pirates, Ninjas, Robots & Zombies – game title

Graveyards, Ghosts, and Haunted Houses – game title