

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM370234


SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
SEQUENCE:	1		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Wilbur-Ellis Company LLC	FORMERLY Wilbur-Ellis Company	01/08/2016	LIMITED LIABILITY COMPANY:
RECEIVING PARTY DATA			
Name:	Wilbur-Ellis Feed LLC		
Street Address:	345 California Street, 27th Floor		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94104		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3085316	LIGHTHOUSE BRAND	
Registration Number:	3116124	SHAMROCK PRODUCTS "INTENTIONALLY BETTER"	
CORRESPONDENCE DATA			
Fax Number:			
<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:	650-692-1700		
Email:	rtroxel@tmassoc.com		
Correspondent Name:	Randy Troxel		
Address Line 1:	1001 Bayhill Drive, Suite 200		
Address Line 4:	San Bruno, CALIFORNIA 94066		
ATTORNEY DOCKET NUMBER:	834-800		
NAME OF SUBMITTER:	Randy Troxel		
SIGNATURE:	/randytroxel/		
DATE SIGNED:	01/23/2016		
Total Attachments: 2			
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OP \$65.00 3085316

ASSIGNMENT OF TRADEMARK OWNERSHIP TO WILBUR-ELLIS FEED, LLC

WILBUR-ELLIS COMPANY LLC ("Assignor"), a California limited liability company with a principal place of business at 345 California Street, 27th Floor, San Francisco, CA 94104, hereby confirms that it has assigned and transferred, and hereby does assign and transfer, effective as of the date of signature below, to WILBUR-ELLIS FEED, LLC, a California limited liability company with a principle place of business located at 345 California Street, 27th Floor, San Francisco, CA 94104, Assignor's entire right, title, and interest, including common law rights, in the United States of America and all other countries and jurisdictions of the world, in and to the following trademarks, together with the goodwill of the business symbolized by said trademarks and with that portion of Assignor's business to which the marks pertain, and together with all applications, registrations, and renewals worldwide relating thereto.



1. , including: U.S. Trademark Reg. No. 3085316;



2. , including: U.S. Trademark Reg. No. 3116124;

3. WES LIX, including Canadian Trademark Reg. No. TMA631415.

This assignment is made for good and valuable consideration, receipt of which is hereby acknowledged.

Signed at:

345 California Street, 27th Floor, San Francisco, California 94104, this 8th day of January, 2016.

WILBUR-ELLIS COMPANY LLC, Assignor

By: 


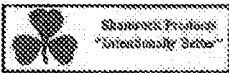
Michael J. Hunter, Vice President

DECLARATION OF ASSIGNMENT and ACCEPTANCE

We,

Wilbur-Ellis Company LLC
345 California Street, 27th Floor
San Francisco, California 94104 USA

Former registered owner of:

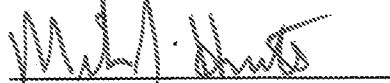
1.  U.S. Trademark Reg. No. 3085316;
2.  U.S. Trademark Reg. No. 3116124;
3. WES LIX, Canadian Trademark Reg. No. eTMA631415,

herewith confirm that we have assigned by agreement dated January 8, 2016 the above-identified trademark registrations to

Wilbur-Ellis Feed, LLC
345 California Street, 27th Floor
San Francisco, California 94104 USA

January 8, 2016

WILBUR-ELLIS COMPANY LLC



Name: Michael J. Hunter
Vice President

DECLARATION OF ACCEPTANCE

We hereby agree to the aforementioned assignment(s) and agree to seek recordation of the assignments in the respective trademark registries.

January 8, 2016

WILBUR-ELLIS FEED, LLC



Name: David P. Granoff
Secretary