

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM373578

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		02/17/2016	LIMITED LIABILITY COMPANY: KENTUCKY
RECEIVING PARTY DATA			
Name:	Kalmbach Publishing Co.		
Street Address:	21027 Crossroads Circle		
City:	Waukesha		
State/Country:	WISCONSIN		
Postal Code:	53186		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86547264	WELL PLAYED!	
CORRESPONDENCE DATA			
Fax Number:	2627831211		
<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:	262 783-1300		
Email:	rkmip@rkmiplaw.com		
Correspondent Name:	Ryan Kromholz & Manion, S.C.		
Address Line 1:	PO Box 26618		
Address Line 2:	Laura A. Dable		
Address Line 4:	Milwaukee, WISCONSIN 53226-0618		
ATTORNEY DOCKET NUMBER:	4149.22948		
NAME OF SUBMITTER:	Barbara Mueller		
SIGNATURE:	/Barbara Mueller/		
DATE SIGNED:	02/17/2016		
Total Attachments: 3			
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OP \$40.00 86547264

ASSIGNMENT NUNC PRO TUNC

Rather Dashing Games LLC, of PO Box 1924, Richmond, Kentucky 40476, (hereinafter "Assignor") a limited liability company of the state of Kentucky, being the owner by adoption and use of the trademarks listed on the attached Schedule;

In consideration of One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged;

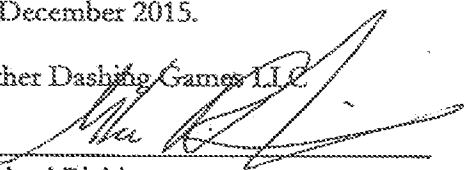
Hereby sells, assigns, and transfers nunc pro tunc 31 December 2015 to Kalmbach Publishing Co., 21027 Crossroads Circle, Waukesha, Wisconsin 53186, its successors and assigns, the entire right, title and interest in and to the said trademarks and the registrations thereof, together with the assets and good will of the business connected with the use of, and symbolized by, said marks and every right connected therewith, including all rights to damages and other remedies for past infringement of each identified trademark.

Assignor warrants that it is the sole owner of all rights referred to in this agreement and has secured them from any and all parties that have claimed, or may claim, or that might claim such rights by, through, or under said Assignor. This Assignment, including the terms and conditions contained within this Assignment, represents the complete and total agreement between the parties with regard to the assignment of said trademarks. Any and all previous discussions or understandings with regard to said trademarks, whether written or oral, are of no effect. This Assignment is to be interpreted according to the laws of the State of Wisconsin.

The undersigned, Michael Richie, declares: that he is the President of Assignor company and is authorized to execute this Assignment on behalf of said company.

Witness the hand and seal of said Assignor this 17 day of February 2016, nunc pro tunc 31 December 2015.

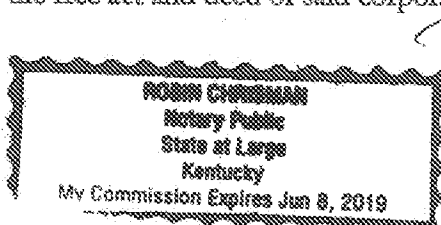
Rather Dashing Games LLC


By: 
 Michael Richie
 President

STATE OF Kentucky)
) SS
 COUNTY OF Madison)

Personally came before me this 17 day of February 2016, the above named Michael Richie, the President of Rather Dashing Games LLC, to me known to be the person who executed the foregoing Assignment, and acknowledged that he executed the foregoing Assignment as such officer as the free act and deed of said corporation, and by its authority.

[SEAL]




 Notary Public

My Commission expires: 6-8-19

ACCEPTANCE

This assignment is hereby accepted. The undersigned, Charles R. Croft, declares: that he is the President of Assignee corporation and is authorized to execute this Acceptance on behalf of said corporation.

Witness the hand and seal of said Assignee this 17th day of February, 2016.

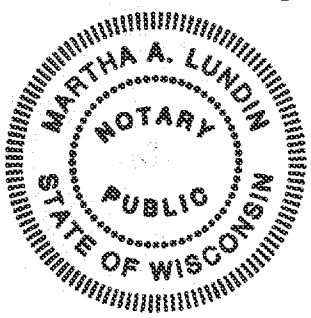
Kalmbach Publishing Co.

By: [Signature]
Charles R. Croft
President

STATE OF WISCONSIN)
) SS
COUNTY OF Waushara)

Personally came before me this 17th day of February 2016, the above named Charles R. Croft, the President of Kalmbach Publishing Co., to me known to be the person who executed the foregoing instrument, and acknowledged that he executed the foregoing instrument as such officer as the free act and deed of said corporation, and by its authority.

[SEAL]



[Signature]
Notary Public

My Commission expires is permanent

Schedule

WELL PLAYED!

Serial No. 86/547,264

Common Law Trademarks

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