

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM373850

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
C.B. Fleet Investment Corporation		12/10/2015	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	C.B. Fleet Company, Incorporated		
Street Address:	4615 Murray Place		
City:	Lynchburg		
State/Country:	VIRGINIA		
Postal Code:	24502		
Entity Type:	CORPORATION: VIRGINIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3729310	MORNING PARADISE	
Registration Number:	3007163	ULTRA	
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:	202-747-1933		
Email:	preichertz@sheppardmullin.com		
Correspondent Name:	Peter S. Reichertz, Esq.		
Address Line 1:	2099 Pennsylvania Ave., N.W., Suite 100		
Address Line 4:	Washington, D.C. 20006		
NAME OF SUBMITTER:	Peter S. Reichertz		
SIGNATURE:	/Peter S. Reichertz/		
DATE SIGNED:	02/19/2016		
Total Attachments: 4			
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OP \$65.00 3729310

ASSIGNMENT OF TRADEMARK REGISTRATION

Whereas C.B. Fleet Investment Corporation (Assignor), a Delaware corporation, has adopted, used and is using the trademark which was registered in the United States Patent and Trademark Office under Registration No. 3729310 (MORNING PARADISE); and

Whereas C.B. Fleet Company, Incorporated (Assignee), a Virginia corporation, located at 4615 Murray Place, Lynchburg, Virginia 24502, is desirous of acquiring said trademark and the registration thereof and any goodwill of the business pertaining thereto;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said C.B. Fleet Investment Corporation does hereby assign unto the said C.B. Fleet Company, Incorporated all right, title and interest it may own in and to the said trademark, together with any goodwill of the business symbolized by the trademark, and the above identified registration thereof.

C.B. Fleet Investment Corporation

Date: DEC 10, 1915

By: Joseph T. Carroll

Name: Joseph T. Carroll

Title: Vice President

State of Virginia)
City of Lynchburg) ss:

On this 10 day of December, 2015, before me appeared Joseph T. Carroll, the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of the identified assignor with authority to do so.

Susan R. Nash
Notary Public

My Commission Expires: March 31, 2017



ASSIGNMENT OF TRADEMARK REGISTRATION

Whereas C.B. Fleet Investment Corporation (Assignor), a Delaware corporation, has adopted, used and is using the trademark which was registered in the United States Patent and Trademark Office under Registration No. 3007163 (ULTRA); and

Whereas C.B. Fleet Company, Incorporated (Assignee), a Virginia corporation, located at 4615 Murray Place, Lynchburg, Virginia 24502, is desirous of acquiring said trademark and the registration thereof and any goodwill of the business pertaining thereto;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said C.B. Fleet Investment Corporation does hereby assign unto the said C.B. Fleet Company, Incorporated all right, title and interest it may own in and to the said trademark, together with any goodwill of the business symbolized by the trademark, and the above identified registration thereof.

C.B. Fleet Investment Corporation

Date: Dec 10, 2015

By: Joseph T. Carroll

Name: Joseph T. Carroll

Title: Vice President

State of Virginia)
City of Lynchburg) ss:

On this 16 day of December, 2015, before me appeared Joseph T. Carroll, the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of the identified assignor with authority to do so.

Susan R. Nash
Notary Public

My Commission Expires: March 31, 2017

