

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM379643

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Great Lakes Services, LLC		04/05/2016	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	GWR IP LLC		
Street Address:	525 Junction Road, South Tower, Ste 6000		
City:	Madison		
State/Country:	WISCONSIN		
Postal Code:	53717		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4905615	VIOLET THE WOLF	
Registration Number:	4905617	SAMMY THE SQUIRREL	
CORRESPONDENCE DATA			
Fax Number:	4142770656		
<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:	414-271-6560		
Email:	mkeipdocket@michaelbest.com		
Correspondent Name:	Michael Best & Friedrich LLP		
Address Line 1:	100 E. Wisconsin Avenue, Suite 3300		
Address Line 4:	Milwaukee, WISCONSIN 53202		
ATTORNEY DOCKET NUMBER:	041584-9192/9194 US00		
NAME OF SUBMITTER:	Lori S. Meddings		
SIGNATURE:	/lori s. meddings/		
DATE SIGNED:	04/06/2016		
Total Attachments: 2			
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OP \$65.00 4905615

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (the "Assignment") is effective as of April 5, 2016 (the "Effective Date"), by and between Great Lakes Services, LLC, a Delaware limited liability company located at 525 Junction Road, South Tower, Suite 6000, Madison, Wisconsin, 53717 (the "Assignor"), and GWR IP LLC, a Delaware limited liability company 525 Junction Road, South Tower, Suite 6000, Madison, Wisconsin, 53717 ("Assignee").

WHEREAS, Assignee desires to acquire from Assignor, and Assignor desires to transfer to Assignee, rights to certain trademarks held by Assignor;

NOW, THEREFORE, in consideration of the mutual agreements contained herein, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor and Assignee agree as follows:

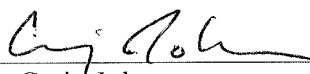
1. Assignor hereby assigns, transfers and conveys to Assignee all of its right, title and interest in and to the trademarks set forth on Schedule A together with all related common law rights and the goodwill of the business associated therewith or symbolized thereby; the right to file for and obtain registrations for any of the foregoing; and the right to bring an action at law or in equity for any infringement, dilution or other unauthorized use of the foregoing prior to the Effective Date and to collect all damages and proceeds therefrom (the foregoing, collectively, "Assigned Marks"). Assignee shall hold all right, title and interest in and to the Assigned Marks as fully and exclusively as same would have been held and enjoyed by Assignor had the above assignment not been made.

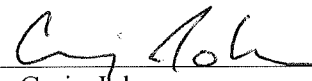
2. This Assignment shall be governed by and construed in accordance with the laws of the State of Wisconsin. Any dispute relating to this Assignment shall be resolved solely in the state or federal courts located in Wisconsin.

IN WITNESS WHEREOF, the undersigned have executed this Trademark Assignment effective as of the date first written above.

GREAT LAKES SERVICES, LLC

GWR IP LLC

By: 
Name: Craig Johnson
Title: Secretary

By: 
Name: Craig Johnson
Title: Secretary

SCHEDULE A

Mark	App. No.	Filing Date	Reg. No.	Reg. Date	Goods
VIOLET THE WOLF	86/141351	December 11, 2013	4905615	February 23, 2016	Class 28 - Plush toys; articles of clothing for toys; board games; puppets; modeled plastic toy figurines; Christmas tree ornaments; plastic toy figurines for decoration and play
SAMMY THE SQUIRREL	86/142113	December 12, 2013	4905617	February 23, 2016	Class 28 - Plush toys; articles of clothing for toys; board games; puppets; modeled plastic toy figurines; Christmas tree ornaments; plastic toy figurines for decoration and play
WILEY THE WOLF	86/141354	December 11, 2013			Class 28 - Plush toys; articles of clothing for toys; board games; puppets; modeled plastic toy figurines; Christmas tree ornaments; plastic toy figurines for decoration and play