

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM383017

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
West Central Cooperative		05/02/2016	Cooperative Association: IOWA
RECEIVING PARTY DATA			
Name:	Landus Cooperative		
Street Address:	2321 N. Loop Drive		
Internal Address:	Suite 220		
City:	Ames		
State/Country:	IOWA		
Postal Code:	50010		
Entity Type:	Cooperative Association: IOWA		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	86525624	DEMONSTRATING THE DIFFERENCE	
Registration Number:	4935481	DAIRY NUTRITION PLUS	
Registration Number:	4186115	PASTURCHLOR	
Registration Number:	2346730	SOYCHLOR	
Registration Number:	1487376	SOYPLUS	
CORRESPONDENCE DATA			
Fax Number:	5152881338		
<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:	515-288-3667		
Email:	patatty@ipmvs.com		
Correspondent Name:	McKee, Voorhees & Sease, PLC		
Address Line 1:	801 Grand Avenue		
Address Line 2:	Suite 3200		
Address Line 4:	Des Moines, IOWA 50309-2721		
ATTORNEY DOCKET NUMBER:	T57782US00 - W438-67		
NAME OF SUBMITTER:	Kirk M. Hartung		
SIGNATURE:	/Kirk M. Hartung/		
DATE SIGNED:	05/04/2016		

CH \$140.00 86525624

Total Attachments: 1

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ASSIGNMENT

WHEREAS, **West Central Cooperative**, a Cooperative of Iowa, with a principal place of business at 406 1st Street, P.O. Box 68, Ralston, Iowa 51459, is the owner of the United States trademark registrations set forth below:

<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
DAIRY NUTRITION PLUS	4,935,481	April 12, 2016
PASTURChlor	4,186,115	August 7, 2012
SOYCHLOR	2,346,730	May 2, 2000
SOYPLUS	1,487,376	May 10, 1988

<u>MARK</u>	<u>APP. NO.</u>	<u>FILING DATE</u>
DEMONSTRATING THE DIFFERENCE	86/525,624	February 5, 2015

WHEREAS, **Landus Cooperative**, a Cooperative of Iowa, with a principal place of business at 2321 N. Loop Drive, Suite 220, Ames, Iowa 50010, is desirous of acquiring the entire right, title and interest in and to said marks, together with the goodwill of the business pertaining to said marks;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said **West Central Cooperative**, does hereby assign unto **Landus Cooperative**, all right, title and interest which **West Central Cooperative**, has heretofore enjoyed pertaining to said marks, together with the goodwill of the business pertaining to said marks and the United States Registration numbers above, the same to be held and enjoyed by **Landus Cooperative**, its successors and assigns, together with the right to sue for and collect for all claims for damages by reason of past infringement of said marks and the registration thereof.

West Central Cooperative

Rick Vanderheiden
Rick Vanderheiden
Chief Strategy Officer

5/2/16
Date