

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM400874

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Smart Choice Food Sales, LTD.		09/26/2016	Corporation: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	Tom Paulius		
Street Address:	8224 Red Oak Lane		
City:	Orland Park		
State/Country:	ILLINOIS		
Postal Code:	60462		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3732795	GOLD STANDARD	
CORRESPONDENCE DATA			
Fax Number:	3126095005		
<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:	312-609-7943		
Email:	skowalski@vedderprice.com		
Correspondent Name:	Sylvia Kowalski		
Address Line 1:	222 North LaSalle Street - 24th Floor		
Address Line 4:	Chicago, ILLINOIS 60601		
NAME OF SUBMITTER:	Sylvia Kowalski		
SIGNATURE:	/Sylvia Kowalski/		
DATE SIGNED:	10/04/2016		
Total Attachments: 3			
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ASSIGNMENT OF TRADEMARK

KNOW ALL BY THESE PRESENTS that the undersigned Assignor, Smart Choice Food Sales, LTD., a Pennsylvania corporation, whose mailing address is entered below, owns the entire right, title and interest in and to U.S. Registration No. 3,732,795 for the trademark "GOLD STANDARD" and does hereby assign to said Assignee, Tom Paulius, a United States citizen, its successors and assigns, for its own proper use and benefit, the entire right, title and interest in and to the trademark "GOLD STANDARD" together with any registrations thereof, state, federal, including specifically U.S. Registration No. 3,732,795, or otherwise, and together with the goodwill of the business symbolized thereby and all rights and interests appertaining to the foregoing or which may be derived therefrom, and including any rights of prosecution, or to renewal, or to extensions thereof, that have been or may be secured under the laws, now or hereinafter in force or effect, in the United States of America, or in any other county or countries, together with any heretofore or hereafter arising claims for infringement, and actions, causes of action, chases in action and rights and remedies appurtenant and or relating thereto.

The undersigned Assignor declares that all statements made herein, and in the U.S. Registration No. 3,732,795 for the mark "GOLD STANDARD", of its own knowledge are true and that all statements made on information and belief are believed to be true.

IN WITNESS WHEREOF Assignor does hereby execute this Assignment of Trademark
on this 26th day of September, 2016.

Assignor: Smart Choice Food Sales, LTD.
P.O. Box 947,
Spring House, PA 19477

Signed: Robert Seader
Printed: Robert Seader
Title: President

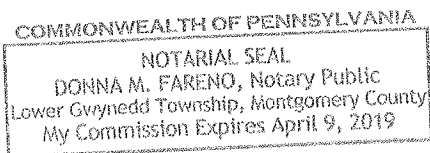
NOTARY AFFIDAVIT FOR SIGNATURE OF ASSIGNOR'S NAME

On this 26th day of September, 2016, personally appeared
Robert Seader, an individual to me known (or satisfactorily identified) as a principal
of Smart Choice Food Sales, LTD., assignor owner of U.S. Registration No. 3,732,795 and
acknowledged that he/she executed the foregoing Assignment of Trademark.

Donna M. Fareno (Notary Public Signature)

[SEAL]

My Commission Expires: 04/09/2019 (Date)



IN WITNESS WHEREOF Assignee does hereby execute this Assignment of Trademark
on this 22 day of September, 2016.

Assignee: Tom Paulius
8224 Red Oak Lane
Orland Park, IL 60462

Signed: Thomas Paulius
Printed: Thomas D. Paulius

NOTARY AFFIDAVIT FOR SIGNATURE OF ASSIGNEE'S NAME

On this 22 day of September, 2016, personally appeared _____, an individual to me known (or satisfactorily identified) as Tom Paulius, assignee owner of U.S. Registration No. 3,732,795, and acknowledged that he executed the foregoing Assignment of Trademark.

Joyce Andrews Bukovic (Notary Public Signature)
[SEAL]

My Commission Expires: 12/23/2019 (Date)

