

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM410624

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Roger D. Popa DBA Petoskey Pete's		11/23/2016	Sole Proprietorship: MICHIGAN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Askov Holdings, LLC		
<b>Street Address:</b>	200 North 1st Street		
<b>City:</b>	Minneapolis		
<b>State/Country:</b>	MINNESOTA		
<b>Postal Code:</b>	55401		
<b>Entity Type:</b>	Limited Liability Company: MINNESOTA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3962466	NORTH	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6126046985		
<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>			
<b>Phone:</b>	6126046585		
<b>Email:</b>	trademark@winthrop.com		
<b>Correspondent Name:</b>	Stephen R. Baird		
<b>Address Line 1:</b>	225 South Sixth Street		
<b>Address Line 2:</b>	Suite 3500, Capella Tower		
<b>Address Line 4:</b>	Minneapolis, MINNESOTA 55402		
<b>NAME OF SUBMITTER:</b>	Wesley D. Anderson		
<b>SIGNATURE:</b>	/WDA/		
<b>DATE SIGNED:</b>	12/30/2016		
<b>Total Attachments: 2</b>			
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**TRADEMARK ASSIGNMENT**

WHEREAS, Roger D. Popa d/b/a Petoskey Pete's, 5972 South Lake Street, Glen Arbor, Michigan, 49636 ("Popa") has adopted and is using the NORTH & Design mark, which is subject to the following registration with the United States Patent and Trademark Office:

<u>Mark</u>	<u>Registration No.</u>
NORTH & Design	3,962,466

WHEREAS, Askov Holdings, LLC, 204 North 1st Street, Minneapolis, Minnesota, 55401 ("Askov"), desires to acquire all rights, title, and interest in and to the NORTH & Design mark and corresponding Registration No. 3,962,466, and all goodwill associated with the NORTH & Design mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Popa hereby conveys, transfers, assigns, delivers, and contributes to Askov all of his rights, title and interest in and to the NORTH & Design mark and corresponding Registration No. 3,962,466 (including all past and present claims for profits and damages by reason of infringement, dilution, or misappropriation of the mark), together with the goodwill of the business symbolized by the NORTH & Design mark and any other applications and registrations for the NORTH and NORTH & Design marks.

**ROGER D. POPA D/B/A PETOSKEY PETE'S**

*Roger D. Popa*  
Signature

Roger D. Popa  
Typed or Printed Name

*Owner*  
Title

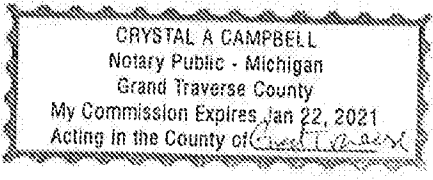
*11-23-16*  
Date

[ACKNOWLEDGEMENT BY POPA]

STATE OF Michigan §  
COUNTY OF Grand Traverse §  
§

BEFORE ME, the undersigned Notary Public, on this day personally appeared Roger D. Popa, known to me to be the person whose name is subscribed to the foregoing instrument, and that he has executed the same for the purposes and considerations therein expressed.

GIVEN under my hand and seal of office, this 2<sup>nd</sup> day of November, 2016.



[Signature]  
Notary Public

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