

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM438258

<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>
Menasha Packaging Company, LLC		08/02/2017	Limited Liability Company: WISCONSIN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Strive Logistics, LLC		
<b>Street Address:</b>	3008 North Lincoln Ave.		
<b>City:</b>	Chicago		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60657		
<b>Entity Type:</b>	Limited Liability Company: ILLINOIS		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3968972	STRIVE LOGISTICS	
<b>Registration Number:</b>	3972827	STRIVE LOGISTICS SL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3124607000		
<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>	3124605000		
<b>Email:</b>	chiipdocket@seyfarth.com		
<b>Correspondent Name:</b>	Suzanne Saxman		
<b>Address Line 1:</b>	233 South Wacker Drive		
<b>Address Line 2:</b>	Suite 8000		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60606		
<b>ATTORNEY DOCKET NUMBER:</b>	066406-000001		
<b>NAME OF SUBMITTER:</b>	Suzanne Saxman		
<b>SIGNATURE:</b>	/ss/		
<b>DATE SIGNED:</b>	08/07/2017		
<b>Total Attachments: 3</b>			
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source=40256449_1_Menasha TM assignment to Strive Logistics#page2.tif			

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## TRADEMARK ASSIGNMENT

WHEREAS, Menasha Packaging Company, LLC, a limited liability company organized and existing under the laws of the state of Wisconsin, having its principal place of business at 1645 Bergstrom Road, Neenah, WI 54956 (hereinafter referred to as "Assignor") has adopted and used the trademarks listed below (hereinafter referred to as the "Strive Marks");

### Strive Marks

STRIVE  
THE STRIVE GROUP

WHEREAS, Strive Logistics, LLC, a limited liability company organized and existing under the laws of the State of Illinois, having its principal place of business at 3008 N. Lincoln Ave., Chicago, IL 60657 (hereinafter referred to as "Assignee"), has adopted and used the trademarks listed below, together with the registrations listed on Exhibit A annexed hereto, by virtue of a license agreement between Assignor and Assignee dated January 27, 2012 (hereinafter referred to as the "Logistics Marks");

### Logistics Marks

STRIVE LOGISTICS  
STRIVE LOGISTICS SL and Design (Strive Logistics Logo)

WHEREAS, Assignor has agreed to assign to Assignee any and all right, title and interest it has in the Strive Marks and the Logistics Marks; and

WHEREAS, Assignor and Assignee are desirous of memorializing the transfer of Assignor's rights in the Strive Marks and the Logistics Marksto Assignee.

NOW, THEREFORE, Assignor, for good and valuable consideration, receipt of which is hereby acknowledged, does hereby assign to Assignee, all right, title and interest that it has in and to the Strive Marks and the Logistics Marks for use in connection with all goods and services, including without limitation in connection with the marketing and providing of freight management services, trucking services, export/import services, freight consolidation services, customs brokerage services, import compliance services, intermodal delivery and logistics services, freight pooling services, shipping rate negotiation, invoicing and invoice management services, the management of distribution, manufacturing, warehousing and fulfillment centers, freight tracking and tracing, supply chain consulting, comprehensive freight management services and logistics services and Transportation logistics services, namely, arranging the transportation of goods for others.

Upon Assignee's request, Assignor agrees to execute any additional documents or take other actions necessary to effectuate this Agreement and/or enforce rights in and to the Marks, including any documents required by the United States Patent and Trademark Office or other

trademark registration authorities. Any such actions shall be at Assignee's sole cost and Assignee agrees to hold Assignor harmless, defend and indemnify Assignor against all liabilities, damages and expenses, including reasonable attorneys' fees, in connection with any such actions or the use of the Marks by Assignor or Assignee.

Executed at Neenah, Wisconsin August 2<sup>nd</sup>, 2017.

Menasha Packaging Company, LLC ("Assignor")

By: \_\_\_\_\_

Title: \_\_\_\_\_

Michael D. Reigsecker  
Vice President  
Michael D. Reigsecker

EXHIBIT A

MARK

REGISTRATION NO.

STRIVE LOGISTICS

3968972

STRIVE LOGISTICS SL AND DESIGN

3972827