

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM438853

<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>
Heritage Farm Supply Group LLC		12/01/2014	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Alliance Animal Care, LLC		
<b>Street Address:</b>	180 Old Nashville Hwy		
<b>Internal Address:</b>	P.O.Box 3003		
<b>City:</b>	LaVergne		
<b>State/Country:</b>	TENNESSEE		
<b>Postal Code:</b>	37086		
<b>Entity Type:</b>	Limited Liability Company: TENNESSEE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3920933	HERDSMAN	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9136479057		
<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>	913-647-9050		
<b>Email:</b>	tmdocketing.herman@hoveywilliams.com		
<b>Correspondent Name:</b>	Joan Optican Herman		
<b>Address Line 1:</b>	10801 Mastin Blvd, Suite 1000		
<b>Address Line 4:</b>	Overland Park, KANSAS 66210		
<b>NAME OF SUBMITTER:</b>	Joan Optican Herman		
<b>SIGNATURE:</b>	/Joan Optican Herman/		
<b>DATE SIGNED:</b>	08/10/2017		
<b>Total Attachments: 3</b>			
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## ASSIGNMENT OF TRADEMARK


The undersigned, **Heritage Farm Supply Group LLC**, a Delaware limited liability company, with a business address of c/o The Corporation Trust Company, 1209 Orange Street, Wilmington, Delaware 19801 (hereinafter called the "Assignor") and is the owner of and has used the Trademark as defined below, and in consideration of the good and valuable consideration paid to it, the receipt and adequacy of which is hereby confirmed, hereby **sells, assigns, and transfers to Alliance Animal Care, LLC, a Tennessee limited liability company**, principally located at 180 Old Nashville Hwy, P.O. Box 3003, LaVergne, TN 37086, (hereinafter called the "Assignee") and its respective successors and assigns, all of Assignor's right, title and interest in and to the following:

- a) The trademark "HERDSMAN" identified in Exhibit A attached hereto, including without limitation, U.S. Certificate of Registration No. 3,920,933, any applications and additional registrations therefor, any renewals, and all unregistered common law trademark or other similar rights, and rights in any foreign jurisdictions, in and to such trademark (hereinafter collectively called the "Trademark");
- b) All of the goodwill of the business connected with and symbolized by the Trademark;
- c) The right to oppose and/or continue any opposition to the registration of any other trademark similar to or based upon the Trademark;
- d) Any and all past, present, and future claims arising out of or relating to the use or ownership of the Trademark, including the right to enforce the Trademark and collect damages, income, and/or royalties for infringement or any other unauthorized use of the Trademark; and
- e) Any and all other rights and privileges corresponding to the Trademark that are or may be secured under the laws of the United States, now existing or hereafter in effect.

This Assignment of Trademark is entered into pursuant to and contemporaneously with a Trademark Purchase Agreement executed by the Assignor, and all of Assignor's representations and warranties therein are hereby incorporated herein by reference. Assignor warrants that it solely owns all right, title and interest in the Trademark, subject to a Coexistence and Consent Agreement dated November 27, 2013, between Temple Tag, Inc. and Universal Cooperatives, Inc., and that Assignor has the complete authority to execute this Assignment of Trademark. Assignor desires and does hereby assign all rights, title, and interests in and to the Trademark and the goodwill of the business symbolized thereby to Assignee.

**Assignor:**

**Heritage Farm Supply Group LLC**

By: 

Printed Name: DON WELLINGTON

Its: PASSWENT

Date: Dec 1/14

Signature Page to Assignment of Trademark

**EXHIBIT A**

Trademark: HERDSMAN  
Status: Registered  
U.S. Registration No.: 3,920,933  
Registration Date: February 15, 2011  
Application Serial No. 77/885,645  
Filing Date: December 3, 2009  
Next Renewal Date: February 15, 2021

Goods and Services:

Wire; barbed wire; metal wire fences; wire fences; metal wire fencing; metal fence panels; metal fencing panels; metal fence posts; metal posts; metal gates and fences; metal gates and fencing; metal gates and fencing panels; and metal fence stays in International Class 6

Livestock equipment, namely, animal activated livestock feeders and waterers in International Class 21