

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM448972

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
International Chili Society, Inc.		10/23/2017	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	ICS Chili, Inc.		
Street Address:	1701 Lombard St., Suite 100		
City:	Oxnard		
State/Country:	CALIFORNIA		
Postal Code:	93030		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Serial Number:	87531182	ICS WORLD'S CHAMPIONSHIP HOMESTYLE CHILI	
Serial Number:	87531290	WORLDS CHAMPIONSHIP SALSA CONTEST	
Registration Number:	4290928	ICS INTERNATIONAL CHILI SOCIETY	
Registration Number:	4222686	ICS INTERNATIONAL CHILI SOCIETY INTERNAT	
Registration Number:	2754639	WORLD'S CHAMPIONSHIP CHILI VERDE COOKOFF	
Registration Number:	1100374	WORLD'S CHAMPIONSHIP CHILI COOKOFF	
Registration Number:	1485604	ICS	
CORRESPONDENCE DATA			
Fax Number:	6019494680		
<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:	601-949-4900		
Email:	jwtrademarks@joneswalker.com		
Correspondent Name:	W. Whitaker Rayner		
Address Line 1:	Jones Walker LLP		
Address Line 2:	190 East Capitol Street, Suite 800		
Address Line 4:	Jackson, MISSISSIPPI 39201		
NAME OF SUBMITTER:	W. Whitaker Rayner		
SIGNATURE:	/w whitaker rayner/		
DATE SIGNED:	10/30/2017		

CH \$190.00 87531182

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Trademark Assignment is entered into as of the 23 day of October, 2017, by and between INTERNATIONAL CHILI SOCIETY, INC., a California corporation ("Assignor"), and ICS CHILI, INC., a California corporation ("Assignee").

WHEREAS, Assignor is the owner of the trademarks, as described in Exhibit "A" attached hereto (the "Marks"); and

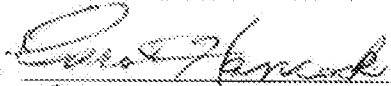
WHEREAS, in connection with the transfer of certain assets of Assignor to Assignee, the parties desire for Assignor to transfer to Assignee the Marks and all associated good will; and

WHEREAS, the parties desire to memorialize this transfer of the Marks and all associated good will.

For and in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee, all right, title and interest in the Marks, as well as any common law marks identical, or substantially similar, to the Marks, and all good will associated therewith.

This 23 day of October, 2017.

THE INTERNATIONAL CHILI SOCIETY, INC.

By: 
CAROL HANCOCK, Its CEO

ICS CHILI, INC.


By: 
SCOTT TOLAND, Its CEO

EXHIBIT "A"

TRADEMARKS

MARK	USPTO SERIAL/REG. NO.
ICS INTERNATIONAL CHILI SOCIETY (AND DESIGN)	4,290,928
ICS WORLD'S CHAMPIONSHIP HOMESTYLE CHILI COOKOFF	87,531,182
ICS INTERNATIONAL CHILI SOCIETY, INTERNATIONAL CHILI SOCIETY CERTIFIED CHILI JUDGE (AND DESIGN)	4,222,686
WORLD'S CHAMPIONSHIP CHILI VERDE COOKOFF	2,754,639
WORLD'S CHAMPIONSHIP CHILI COOKOFF	1,100,374
WORLD'S CHAMPIONSHIP SALSA CONTEST	87,531,290
ICS (AND DESIGN)	1,485,604

Together with all other intellectual property of Assignor, including, but not limited to, any other registered trademarks, common law trademarks, trade names, and choses in action related to each of the above.