

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM451070

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Citrus Systems Madison, LLC		10/24/2017	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	MCF Operating, LLC		
Street Address:	2001 Butterfield Road		
Internal Address:	Suite 600		
City:	Downers Grove		
State/Country:	ILLINOIS		
Postal Code:	60515		
Entity Type:	Limited Liability Company: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86698723	CITRUS SPLASH	
CORRESPONDENCE DATA			
Fax Number:	8475740467		
<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:	3122132163		
Email:	mike@mwblack.com		
Correspondent Name:	Michael W. Black		
Address Line 1:	150 South Wacker		
Address Line 2:	Suite 2400		
Address Line 4:	Chicago, ILLINOIS 60606		
NAME OF SUBMITTER:	Michael W. Black		
SIGNATURE:	/Michael W. Black/		
DATE SIGNED:	11/15/2017		
Total Attachments: 3			
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OP \$40.00 86698723

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into as of October 24, 2017 ("Effective Date") by and between **Citrus Systems Madison, LLC**, a Delaware limited liability company, **dba All-Juice** Midwest, with its principal office at 3101 Fish Hatchery Road, Madison, Wisconsin 53713 ("Assignor"), and **MCF Operating, LLC**, an Illinois limited liability company, with its principal office at 2001 Butterfield Road, Suite 600, Downers Grove, Illinois 60515 ("Assignee").

WHEREAS, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor, the United States trademark registration set forth on Schedule A attached hereto, together with the goodwill of the business associated therewith (the "Mark").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee its entire right, title and interest in and to the Mark and the goodwill of the business associated therewith, for the United States and any foreign countries, including, without limitation, any registrations and applications therefor, any renewals and extensions of the registrations, and all other corresponding rights that are or may be secured under the laws of the United States and any foreign countries, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, together with all income, royalties or payments due or payable as of the Effective Date or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Mark, with the right to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

Assignor hereby requests the Commissioner of Patents and Trademarks to record Assignee as the assignee and owner of the Mark.

* * * * *

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

**CITRUS SYSTEMS MADISON, LLC,
dba All-Juice Midwest**

By: Kristina Armbrust
Name: Kristina Armbrust
Title: Admin GM

MCF OPERATING, LLC

By: Grant Hoppe
Name: Grant Hoppe
Title: Member

SCHEDULE A

U.S. TRADEMARK REGISTRATIONS/APPLICATIONS

Mark	Reg./App. No.	Reg. Date
Citrus Splash	86698723	July 20, 2015