

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM461743

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
HFW Communications, Inc., d/b/a Holstein World		01/31/2018	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	American Guernsey Association		
Street Address:	1224 Alton Darby Creek Road		
City:	Columbus		
State/Country:	OHIO		
Postal Code:	43228		
Entity Type:	Corporation: OHIO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87260740	HOLSTEINWORLD EXCLUSIVE	
CORRESPONDENCE DATA			
Fax Number:			
<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:	6144496640		
Email:	jdreitler@ustrademarklawyer.com		
Correspondent Name:	Joseph R. Dreitler		
Address Line 1:	19 East Kossuth St.		
Address Line 4:	Columbus, OHIO 43206		
NAME OF SUBMITTER:	Joseph R. Dreitler		
SIGNATURE:	/Joseph R. Dreitler/		
DATE SIGNED:	02/12/2018		
Total Attachments: 1			
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ASSIGNMENT

WHEREAS, HFW Communications, Inc. DBA HolsteinWorld, an New York corporation with a business address of 1350C W Southport Road Indianapolis INDIANA 46217 ("HFW") adopted the trademark Holstein World and has used Holsten World since 1980 and has recently also begun using HolsteinWorld Exclusive (collectively the "Trademarks") in connection with its business of publishing a magazine relating to the dairy business; and has filed U.S. Trademark Application Serial No. 87/260740 for the mark HolsteinWorld Exclusive (the "Trademark Application") and;

WHEREAS, American Guernsey Association, an Ohio corporation ("AGA") is desirous of acquiring all of the right, title and interest in and to the aforesaid Trademarks and Trademark Application, including the goodwill of the business that is associated with the Trademarks and Trademark Application,

NOW, THEREFORE, for ten dollars (\$10.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, HFW, does hereby assign, sell, transfer and convey to AGA all of its right, title and interest in and to the said Trademarks and Trademark Application, including all claims for past infringement and all causes of action with respect to or arising out of the said Trademarks and Trademark Application, together with the goodwill of its business symbolized by the name and the Trademarks and Trademark Application.

HFW further covenants with AGA to execute, when requested, such additional assignments, instruments and documents as may be necessary or desirable to effectuate this agreement and Assignment.

IN WITNESS WHEREOF, the undersigned authorized officer of HFW Communications, Inc. DBA HolsteinWorld has hereunto set his/her hand to this Assignment with an effective date as of January 31, 2018.

Joseph P. Hastings
(signature)

Name:
Title:

Joe W. Hastings
President