

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM461866

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Johnsonville, LLC		01/01/2018	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Shelly Stayer		
Street Address:	N6928 Johnsonville Way		
Internal Address:	PO Box 906		
City:	Sheboygan Falls		
State/Country:	WISCONSIN		
Postal Code:	53085		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87141938	TAILGATEVILLE	
CORRESPONDENCE DATA			
Fax Number:	4142735198		
<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:	4142733500		
Email:	bgilpin@gklaw.com		
Correspondent Name:	Brian G. Gilpin		
Address Line 1:	833 East Michigan Street, Suite 1800		
Address Line 2:	Godfrey & Kahn, S.C.		
Address Line 4:	Milwaukee, WISCONSIN 53202-5615		
ATTORNEY DOCKET NUMBER:	019280-0433		
NAME OF SUBMITTER:	Brian G. Gilpin		
SIGNATURE:	/brian g. gilpin/		
DATE SIGNED:	02/12/2018		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT ("Assignment") is made effective as of January 1, 2018, by and between Johnsonville, LLC ("Assignor"), a Delaware limited liability company, and Shelly Stayer ("Assignee), an individual citizen of the United States with a mailing address of N6928 Johnsonville Way, PO Box 906, Sheboygan Falls, WI 53085.

WHEREAS, Assignor is the owner of the trademark TAILGATEVILLE including U.S. Trademark Application Serial Number 87/141,938, and all goodwill associated therewith (the foregoing together referred to as the "Assigned Mark"); and

WHEREAS, Assignee desires to acquire all of Assignor's right, title, and interest in the Assigned Mark and Assignor desires to transfer to Assignee all of its right, title, and interest in the Assigned Mark.

NOW, THEREFORE, for and in exchange for one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, transfer, grant and convey to Assignee all of Assignor's worldwide right, title and interest in, to and under the Assigned Mark, together with the goodwill associated therewith and which is symbolized thereby, all rights to sue for infringement thereof, whether arising on, prior to or subsequent to the date of this Assignment, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States and in any other jurisdiction, the same to be held and enjoyed by Assignee and her successors and assigns from and after the date hereof as fully and entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.

IN WITNESS WHEREOF, the parties have executed this Assignment effective as of the date first written above.

JOHNSONVILLE, LLC

By: [Signature]

Printed Name: Ralph C. Stayer

Title: Chairman

SHELLY STAYER

By: [Signature]
Shelly Stayer

[7919591.1]