

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM472321

<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>
GMR Marketing LLC		11/01/2017	Limited Liability Company: WISCONSIN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Odd Fellows, LLC		
<b>Street Address:</b>	P.O. Box 180362		
<b>City:</b>	Delafield		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	53018		
<b>Entity Type:</b>	Limited Liability Company: WISCONSIN		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4362393	FRESHWIRE	
<b>Registration Number:</b>	4440022	FRESH CONTENT SERVED DAILY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4042644033		
<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>	404-846-1693		
<b>Email:</b>	trademark-at@btlaw.com		
<b>Correspondent Name:</b>	Jason A. Bernstein		
<b>Address Line 1:</b>	3475 Piedmont Road, N.E.		
<b>Address Line 2:</b>	Suite 1700		
<b>Address Line 4:</b>	Atlanta, GEORGIA 30305-3327		
<b>NAME OF SUBMITTER:</b>	Jason A. Bernstein		
<b>SIGNATURE:</b>	/Jason A. Bernstein - jm/		
<b>DATE SIGNED:</b>	05/02/2018		
<b>Total Attachments: 2</b>			
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**TRADEMARK ASSIGNMENT**

WHEREAS, GMR Marketing LLC, a limited liability company of the State of Wisconsin (hereinafter, "Assignor"), located at 5000 South Towne Drive, New Berlin, Wisconsin, 53151, is the owner of the marks listed on the attached Schedule "A," which are registered in the United States Patent and Trademark Office.

WHEREAS, Odd Fellows, LLC, a limited liability company of the State of Wisconsin (hereinafter, "Assignee"), located at P.O. Box 180362 Delafield, Wisconsin, 53018, is desirous of acquiring said marks and said registrations thereof.

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all rights, title and interest in and to said marks, together with the goodwill of the business symbolized by the marks, and the registrations thereof listed on Schedule "A," and all rights to damages or profits, due or accrued, arising out of past infringement of said marks or injury to said goodwill, and the right to sue for and recover the same in Assignee's own name.

IN WITNESS WHEREOF, this Assignment has been executed to be effective as of the 1<sup>st</sup> day of November, 2017.

GMR Marketing LLC

By: 

Name: CAMELIA PARSONS  
Title: CEO

Odd Fellows, LLC

By: 

Name:  
Title:

**Schedule A**

<b><u>Mark</u></b>	<b><u>Registration No.</u></b>	<b><u>Registration Date</u></b>
FRESHWIRE	4,362,393	July 2, 2013
Fresh Content Served Daily	4,440,022	November 26, 2013