

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM486975

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Gaylord Bros., Inc.		08/01/2018	Corporation: WISCONSIN
RECEIVING PARTY DATA			
Name:	Demco Inc.		
Street Address:	PO Box 7488		
City:	Madison		
State/Country:	WISCONSIN		
Postal Code:	53707		
Entity Type:	Corporation: WISCONSIN		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	2973942	BOOKCRAFT	
Registration Number:	0797942	GAYLORD	
Registration Number:	0798044	GAYLORD	
Registration Number:	3445886	GAYLORD AMERICANA	
Registration Number:	3512165	IRON HORSE	
CORRESPONDENCE DATA			
Fax Number:	3152188427		
<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:	3152188127		
Email:	pfrankel@bsk.com		
Correspondent Name:	Philip I Frankel		
Address Line 1:	Bond Schoeneck & King PLLC		
Address Line 2:	One Lincoln Center		
Address Line 4:	SYRACUSE, NEW YORK 13202-1355		
ATTORNEY DOCKET NUMBER:	307288		
NAME OF SUBMITTER:	Philip I. Frankel		
SIGNATURE:	/Philip I. Frankel/		
DATE SIGNED:	08/22/2018		

CH \$140.00 2973942

Total Attachments: 2

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source=Demco assignment#page2.tif

ASSIGNMENT OF TRADEMARKS


Whereas GAYLORD BROS., INC., a Wisconsin corporation ("Assignor") with a principal place of business at P.O. Box 4901 Syracuse, NY 13221-4901, and its predecessors and assigns has adopted, used, and is using the marks set forth in **Exhibit A** which are registered in the United States Patent and Trademark Office (collectively the "Marks"):

Whereas DEMCO, INC., a Wisconsin corporation ("Assignee") with a principal place of business at P.O. Box 7488, Madison, Wisconsin 53707, is desirous of acquiring the Marks and the registration thereof;

Now therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title, and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks as set forth in **Exhibit A**, and the above identified registration thereof, together with all rights of recovery for past infringement thereof.

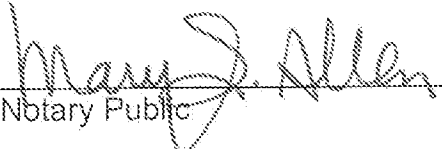
Dated and effective as of August 1, 2018.

GAYLORD BROS., INC.

By: 
Keith George, President

STATE OF NEW YORK)
) ss.:
COUNTY OF ONONDAGA)

On the 1st day of August in the year 2018 before me, the undersigned, a notary public in and for said State, personally appeared Keith George personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his capacity, and that by his signature on the instrument, the individual or the person upon behalf of which the individual acted, executed this instrument.


Notary Public

MARY E. ALLEN
NOTARY PUBLIC-STATE OF NEW YORK
No. 01AL4668144
Qualified in Onondaga County
My Commission Expires October 31, 2018
877559.1

EXHIBIT A

MARK	REGISTRATION NO.	DATE OF REGISTRATION
Bookcraft	2,973,942	July 19, 2005
Gaylord	797,942	October 26, 1965
Gaylord	798,044	October 26, 1965
Gaylord Americana	3,445,886	June 10, 2008
Iron Horse	3,512,165	October 7, 2008

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