

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM496664

<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>
Washington State University Alumni Association		10/01/2018	Non-Profit Corporation: WASHINGTON
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Washington State University		
<b>Street Address:</b>	P.O. Box 641045		
<b>City:</b>	Pullman		
<b>State/Country:</b>	WASHINGTON		
<b>Postal Code:</b>	99164		
<b>Entity Type:</b>	State Agency: WASHINGTON		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5230688	WINE-BY-COUGARS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	5035955301		
<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>	5035955300		
<b>Email:</b>	ptotmdocket@klarquist.com		
<b>Correspondent Name:</b>	Kevin M. Hayes		
<b>Address Line 1:</b>	121 SW Salmon Street		
<b>Address Line 2:</b>	One World Trade Center, Suite 1600		
<b>Address Line 4:</b>	Portland, OREGON 97204		
<b>ATTORNEY DOCKET NUMBER:</b>	7947-101044-01		
<b>NAME OF SUBMITTER:</b>	Kevin M. Hayes		
<b>SIGNATURE:</b>	/Kevin M. Hayes/		
<b>DATE SIGNED:</b>	11/02/2018		
<b>Total Attachments: 1</b>			
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### ASSIGNMENT

Washington State University Alumni Association is a Washington State non-profit corporation having a place of business in Pullman, Washington (The Alumni Association). Washington State University is an Agency of the State of Washington, having a place of business in Pullman, Washington (WSU). This Agreement is by and between The Alumni Association and WSU (jointly referred to as The Parties) and is effective as of October 1, 2018. The Parties understand and agree as follows:

1. There is a close relationship between The Alumni Association and WSU as evidenced by an existing Operating Agreement between the Parties (The Operating Agreement; identified by WSU Contract # 16804).

2. The Alumni Association is the owner of record of United States Registration 5,230,688 (The Registration) for the mark WINE-BY-COUGARS (The Mark) for goods and services as specified in The Registration.

3. This Agreement does not in any way change an existing license from WSU to The Alumni Association to distribute wine labeled with COUGAR, including COUGAR I, COUGAR II, COUGAR III, COUGAR IV, and COUGAR V.

4. The Alumni Association hereby assigns to WSU all of its right, title, and interest in and to The Mark worldwide, and to the Registration, together all rights and goodwill symbolized by The Registration and The Mark, and the right to sue and recover for past infringements of The Mark. WSU hereby accepts this assignment. As consideration, WSU promises to provide The Alumni Association \$100. WSU agrees to keep the The Mark current and registered following all applicable laws and deadlines.

5. The Alumni Association hereby promises to provide WSU, within thirty (30) days of the execution of this Agreement, with a customer list of purchasers of wine through the WINE-BY-COUGARS wine club over the past three months.

6. WSU hereby grants to The Alumni Association a non-transferable, royalty free license to use The Mark, solely for the goods and services of The Registration (The License). While this Agreement is in effect, WSU agrees not to license any other party to use The Mark. The License automatically terminates in the event The Alumni Association ceases use of The Mark for any twelve consecutive months. The License is subject to the following conditions:

- a. The License is subject to the terms of The Operating Agreement.
- b. The Alumni Association will abide by all applicable federal and state laws and regulations applicable to its use of The Mark.
- c. All wine shipped and offered for sale by The Alumni Association in connection with The Mark must be of a quality satisfactory to WSU.
- d. All scholarships provided by The Alumni Association in connection with The Mark shall only be awarded to students in good standing at WSU.

7. This Agreement is the entire agreement between the Parties relating to The Mark and to The Registration.

In Agreement, hereto, The Parties have signed below.

Washington State University Alumni Association  
 By: [Signature]  
 Tim Pavish  
 Its Executive Director

Washington State University  
 By: [Signature] 11-2-18  
 (Print Name) Stacy Pearson Its Vice President,  
 Finance & Administration

Approved as to Form:

By: [Signature] 11-1-18  
 Sherry Gordon, Senior Counsel, Attorney  
 General's Office