

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM497365

<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>
Demi Lloyd		11/06/2018	INDIVIDUAL: UNITED STATES
David Kiersznowski		11/06/2018	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	DD Traders, Inc.		
<b>Doing Business As:</b>	DEMDACO		
<b>Street Address:</b>	5000 W 134th Street		
<b>City:</b>	Leawood		
<b>State/Country:</b>	KANSAS		
<b>Postal Code:</b>	66209		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86759004	REDROCK TRADITIONS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9136479057		
<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>	9136479050		
<b>Email:</b>	tmdocketing.elbein@hoveywilliams.com		
<b>Correspondent Name:</b>	Michael Elbein and Cheryl L. Burbach		
<b>Address Line 1:</b>	10801 Mastin Blvd., Suite 1000		
<b>Address Line 4:</b>	Overland Park, KANSAS 66210		
<b>ATTORNEY DOCKET NUMBER:</b>	(47709)-3685.00000		
<b>NAME OF SUBMITTER:</b>	Michael Elbein		
<b>SIGNATURE:</b>	/Michael Elbein/		
<b>DATE SIGNED:</b>	11/08/2018		
<b>Total Attachments: 1</b>			
source=1201220_1#page1.tif			

CH \$40.00 86759004

ASSIGNMENT OF TRADEMARK

WHEREAS, Demi Lloyd and David Kiersznowski, individual residents of the State of Kansas, ("Assignors") with a principal address at 6538 Wenonga Road, Mission Hills, KS 66208, including any predecessors in interest, has adopted and used the trademark **redrock traditions** (in standard character and stylized forms) for goods / services, including but not limited to, retail sales services and shop at home party services for a wide variety of goods, and not in connection with gaming, resort or hotel services;

WHEREAS, Assignors are the owner of the following trademark applications / registrations issued by or pending before the United States Patent and Trademark Office:

Mark	Registration / Application No.	Date of Registration if issued
redrock traditions	86759004	N/A

WHEREAS, Assignors are the owner of the following trademark applications / registrations issued by or pending before the Canadian Trade Mark Office:

Mark	Registration / Application No.	Date of Registration if issued
redrock traditions	1766916	N/A

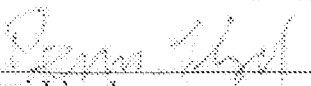
WHEREAS, Assignors are the owner of the following trademark applications / registrations issued by or pending before the United Kingdom Trademark Office:

Mark	Registration / Application No.	Date of Registration if issued
redrock traditions	3148495	February 8, 2016

WHEREAS, DD Traders, Inc. d/b/a DEMDACO, a corporation of the State of Delaware, with its principal place of business at 5000 W 134<sup>th</sup> Street, Leawood, KS 66209, ("Assignee") has a desire to acquire the above-referenced trademarks, including all right, title and interest to the marks, applications, registrations, goodwill of the business symbolized by the marks and right to enforce any claims thereon;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, all right, title and interest in and to the above-noted trademark and trademark applications / registrations therefor, together with the goodwill of the business symbolized by the trademark, including claims for damages by reason of past infringement of said marks, with the right to sue and collect therefor.

Executed this 6<sup>th</sup> day of November, 2018.

  
Demi Lloyd

  
David Kiersznowski