

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM547044

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Jel Sert Co.		10/28/2019	Corporation: ILLINOIS
RECEIVING PARTY DATA			
Name:	21 Holdings LLC		
Street Address:	501 Conde Street		
City:	West Chicago		
State/Country:	ILLINOIS		
Postal Code:	60185		
Entity Type:	Corporation: ILLINOIS - Limited Liability Company		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4020881	HARD ICE	
CORRESPONDENCE DATA			
Fax Number:	3123381500		
<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:	312-338-1000		
Email:	pspies@dineff.com		
Correspondent Name:	R. Peter Spies		
Address Line 1:	160 North Wacker Drive		
Address Line 4:	Chicago, ILLINOIS 60606		
NAME OF SUBMITTER:	R. Peter Spies		
SIGNATURE:	/rpeterspies/		
DATE SIGNED:	10/29/2019		
Total Attachments: 1			
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OP \$40.00 4020881

TRADEMARK ASSIGNMENT AGREEMENT

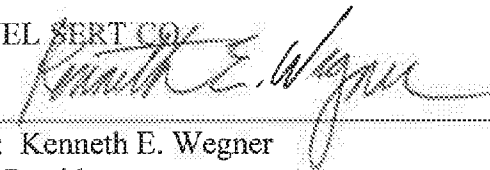
THIS AGREEMENT, made effective on this 28th day of October, 2019, by and between The Jel Sert Co., an Illinois corporation, organized under to laws of the United States, having an address of 501 Conde Street, West Chicago, Illinois 60185 (hereinafter referred to as "Assignor"), and 21 Holdings LLC, an Illinois limited liability company, having an address of 501 Conde Street, West Chicago, Illinois 60185 (hereinafter referred to as "Assignee").

WHEREAS, Assignor is the proprietor of the mark HARD ICE, Registration Number 4020881 (hereinafter referred to as "Mark").

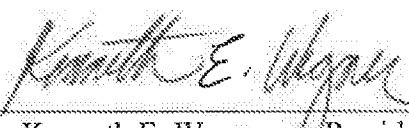
WHEREAS, Assignor has agreed to assign the Mark to Assignee and Assignee wishes to acquire all of the Assignor's rights in and to the Mark, along with the good will associated therewith, and hereby accepts the assignment.

NOW THEREFORE, in consideration of Ten Dollars (US \$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, transfers and conveys to Assignee, its successors and assigns, its entire right, title and interest in and to the Mark, including the right to sue in respect of all infringements of the Mark, which may have occurred before the effective date of this Agreement, and the right to all remedies, including damages or an account of the profits and conversion damages in respect of such infringements, together with the good will of the business in which the Mark is used, or with that part of the good will of the business connected with the use of and symbolized by the Mark.

IN WITNESS HEREOF, the said Assignor has executed this Agreement, and by the hand of its duly authorized officer, signed on this 28th day of October, 2019.

THE JEL SERT CO.
By: 
Name: Kenneth E. Wegner
Title: President

IN WITNESS HEREOF, the said Assignee has executed this Agreement, and by the hand of its duly authorized officer, signed on this 28th day of October, 2019.

21 HOLDINGS LLC
By: 
Name: Kenneth E. Wegner, as President of The Jel Sert Co., and on behalf of The Jel Sert Co. which is the Managing Member of 21 Holdings LLC