

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM549572

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Palmetto GBA, LLC		11/08/2019	Limited Liability Company: SOUTH CAROLINA
RECEIVING PARTY DATA			
Name:	Blue Cross and Blue Shield of South Carolina		
Street Address:	I-20 at Alpine Road		
City:	Columbia		
State/Country:	SOUTH CAROLINA		
Postal Code:	29219		
Entity Type:	Corporation: SOUTH CAROLINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3950706	MACTOBERFEST	
CORRESPONDENCE DATA			
Fax Number:	8435777700		
<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:	8435777700		
Email:	bckillough@barnwell-whaley.com		
Correspondent Name:	B. Craig Killough		
Address Line 1:	P.O. Drawer H		
Address Line 4:	Charleston, SOUTH CAROLINA 29402		
NAME OF SUBMITTER:	B. Craig Killough		
SIGNATURE:	/B. Craig Killough/		
DATE SIGNED:	11/15/2019		
Total Attachments: 3			
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source=Assignment#page1.tif			
source=Assignment#page2.tif			

OP \$40.00 3950706

STATE OF SOUTH CAROLINA)
)
COUNTY OF RICHLAND)

ASSIGNMENT

Assignment made this 8th day of November, 2019, by Palmetto GBA, LLC, a South Carolina limited liability company, herein referred to as "Assignor," to Blue Cross and Blue Shield of South Carolina, a South Carolina Corporation with its principal place of business located at I-20 at Alpine Road, Columbia, South Carolina 29219, herein referred to as "Assignee."

RECITALS

A. Assignor is the owner of record of the United States Patent and Trademark Registration No. 3,950,706 (the "Registration"), registered April 26, 2011 for "MACTOBERFEST" (the "Mark").

B. Assignee is desirous of acquiring the entire right, title, and interest of the Mark and the Registration, together with the goodwill of the business with which the Mark is used, and which is symbolized by said Mark.

1. **ASSIGNMENT.** In consideration of One Dollar (\$1.00) and other good and valuable considerations, the receipt of which is hereby acknowledged by said Assignor, said Assignor has presented, sold, transferred, conveyed and assigned unto said Assignee the entire right, title and interest in the Mark and the Registration identified herein, together with the goodwill of the business in connection with which said Mark is used and which is symbolized by said Mark.

2. **COVENANT.** Assignor covenants it has full right to convey the interest herein assigned, and that it has not executed and will not execute any agreement in conflict herewith.

3. **COOPERATION.** Assignor covenants and agrees that it will at any time on request, execute and deliver any and all papers that may be necessary or desirable to perfect or renew the Registration. Assignor further covenants and agrees that it will at any time, on request, communicate to Assignee any facts relating to the Mark or Registration or the history thereof and testify as to the same in any opposition or other contested proceedings or litigation when requested to do so.

IN WITNESS WHEREOF, the parties have executed this Assignment on the day and year first above written.

WITNESSES:

Bonnie M. Bunter

ASSIGNOR
Palmetto GBA, LLC

Walter J. Johnson

Digitally signed by
Walter J. Johnson
Date: 2019.11.08
09:04:02 -05'00'

Name: Walter J. Johnson
Title: President & COO

ASSIGNEE
BLUE CROSS AND BLUE SHIELD
OF SOUTH CAROLINA

Christina M. Mizur

Michael J. Mizur

Michael J. Mizur
EVP, CFO and Treasurer