

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM557221

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT
<b>EFFECTIVE DATE:</b>	01/31/2019
<b>SEQUENCE:</b>	1

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
STRIVE LOGISTICS, LLC		01/13/2020	Limited Liability Company: ILLINOIS

## RECEIVING PARTY DATA

<b>Name:</b>	STRIVE LOGISTICS HOLDINGS, LLC
<b>Street Address:</b>	1765 NORTH ELSTON AVENUE
<b>City:</b>	CHICAGO
<b>State/Country:</b>	ILLINOIS
<b>Postal Code:</b>	60642
<b>Entity Type:</b>	Limited Liability Company: ILLINOIS

## PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
<b>Registration Number:</b>	3634232	DELIVERING YOUR BUSINESS
<b>Registration Number:</b>	4471099	LOADRUNNER

## CORRESPONDENCE DATA

Fax Number: 3125831083

*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.*

Phone: 7739345855

Email: markscounsel@gmail.com

Correspondent Name: ERIC S. WACHSPRESS

Address Line 1: 417 S Jefferson St.

Address Line 2: UNIT 304

Address Line 4: CHICAGO, ILLINOIS 60607

<b>ATTORNEY DOCKET NUMBER:</b>	Strive to Strive
<b>NAME OF SUBMITTER:</b>	Eric S. Wachspress
<b>SIGNATURE:</b>	/esw/
<b>DATE SIGNED:</b>	01/13/2020

Total Attachments: 2

OP \$65.00 3634232

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ASSIGNMENT OF TRADEMARK

WHEREAS, STRIVE LOGISTICS, LLC ("STRIVE"), a limited liability company duly organized and existing under the laws of the state of Illinois, whose principal place of business was located at 3008 North Lincoln Avenue, 2<sup>nd</sup> Floor, Chicago, Illinois 60657, has adopted and has used, and is the owner of the following service marks (hereinafter referred to as the "marks");

U.S. Service Mark Registration #3,634,232 for DELIVERING YOUR BUSINESS for "Transport Brokerage"

U.S. Service Mark Registration #4,471,099 for LOADRUNNER for "Providing temporary use of non-downloadable computer software in the field of warehousing and distribution, to manage transactional data, provide statistical analysis, and produce notifications and reports, and for use in customer relationship management (CRM)"

AND WHEREAS, STRIVE LOGISTICS HOLDINGS, LLC ("HOLDINGS"), a limited liability company duly organized and existing under the laws of the state of Illinois, having its principal place of business at 1765 N. Elston Avenue, Chicago, Illinois 60642, on January 31, 2019 acquired all of the assets of STRIVE in connection with the use of the marks, including the goodwill of the business in which the marks are used together with the goodwill appurtenant thereto;

NOW THEREFORE, for the consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, STRIVE does hereby assign unto HOLDINGS, and unto its legal representatives, successors and assigns, nunc pro tunc, effective as of January 31, 2019, all of its right, title and interest in and to the marks, together with the goodwill of the business associated with the marks and the United States service mark registrations therefor;

AND FURTHER, STRIVE does also assign unto HOLDINGS Nunc pro tunc any rights of continuation or renewal and any and all rights of recovery for infringement thereof of the marks;

AND FURTHER, STRIVE authorizes the United States Commissioner for Trademarks to record U.S. Service Mark Registration Nos. 3,634,232 & 4,471,099 as the property of HOLDINGS.

