

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM564921

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
KELLYSHAY, LLC		02/22/2020	Limited Liability Company: VERMONT
RECEIVING PARTY DATA			
Name:	Kelly Pioneer Group, LLC		
Street Address:	601 Pennsylvania Ave., N.W.		
Internal Address:	South Building, 9th Floor		
City:	Washington		
State/Country:	D.C.		
Postal Code:	20004		
Entity Type:	Limited Liability Company: D.C.		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5307974	MAD MILK	
CORRESPONDENCE DATA			
Fax Number:	2022937860		
<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:	202-293-7060		
Email:	tm@sughrue.com		
Correspondent Name:	Stephanie K. Wade; Sughrue Mion, PLLC		
Address Line 1:	2000 Pennsylvania Ave., NW; Suite 900		
Address Line 4:	Washington, D.C. 20006		
ATTORNEY DOCKET NUMBER:	D3832491-SKW		
NAME OF SUBMITTER:	Stephanie K. Wade		
SIGNATURE:	/StephanieKWade/		
DATE SIGNED:	03/03/2020		
Total Attachments: 1			
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OP \$40.00 5307974

ASSIGNMENT

WHEREAS, KELLYSHAY, LLC, a Vermont limited liability company having its principal place of business at 135 Leroy Avenue, Darien, Connecticut 06820 (hereinafter "ASSIGNOR"), has adopted and used the mark MAD MILK for milk and flavored milk (hereinafter "Mark") and is the owner of Registration No. 5,307,974 of the Mark which issued on October 10, 2017 as shown by the records in the United States Patent and Trademark Office (hereinafter "Registration"); and

WHEREAS, Kelly Pioneer Group, LLC, a District of Columbia limited liability company having its principal place of business at 601 Pennsylvania Avenue, N.W., South Building, 9th Floor, Washington, D.C. 20004 acting on behalf of an undisclosed principal (hereinafter "ASSIGNEE") is desirous of acquiring all rights, title and interest of ASSIGNOR in and to, and to the use of, said Mark and the goodwill symbolized thereby.

NOW, THEREFORE, for and in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby mutually acknowledged, ASSIGNOR does hereby sell, assign, transfer, and convey to ASSIGNEE all rights, title and interest in and to, and to the use of said Mark, together with the goodwill symbolized thereby, said Registration, and the right to recover damages for any past infringement of said Mark.

KELLYSHAY, LLC

By: _____
Name: _____
Title: _____

STATE OF Connecticut)
) ss: Darien
COUNTY OF Fairfield)

Subscribed and sworn to before me this 22nd day of February, 2020.

Julia Longley aka Julia [Signature]
Notary Public

My Commission Expires:

[SEAL]


JULIA LONGLEY
NOTARY PUBLIC
STATE OF CONNECTICUT
MY COMM. EXP. 08/31/2020

03332491, Assignment KELLYSHAY, LLC to Kelly Pioneer Group, LLC, LLC Assignment