

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM621830

<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>
TRAVIS RULE		01/22/2021	INDIVIDUAL:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	RULE MARKETING, LLC		
<b>Doing Business As:</b>	BONES COFFEE COMPANY		
<b>Street Address:</b>	79 MID CAPE TERACE		
<b>Internal Address:</b>	SUITE 5		
<b>City:</b>	CAPE CORAL		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	33991		
<b>Entity Type:</b>	Limited Liability Company: FLORIDA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5239915	BONES COFFEE COMPANY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	5618075987		
<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>	5613475955		
<b>Email:</b>	dan@danpolley.com		
<b>Correspondent Name:</b>	DANIEL S. POLLEY, P.A.		
<b>Address Line 1:</b>	7251 WEST PALMETTO PARK ROAD		
<b>Address Line 2:</b>	SUITE 202		
<b>Address Line 4:</b>	BOCA RATON, FLORIDA 33433		
<b>NAME OF SUBMITTER:</b>	Daniel S. Polley		
<b>SIGNATURE:</b>	/Daniel S. Polley/		
<b>DATE SIGNED:</b>	01/22/2021		
<b>Total Attachments: 1</b>			
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OP \$40.00 5239915

ASSIGNMENT

WHEREAS, TRAVIS RULE ("Assignor"), having a current address of 79 Mid Cape Terrace, Suite 5, Cape Coral, Florida 33991, a resident of the State of Florida, has adopted and used in his business, a trademark which mark is identified as "BONES COFFEE COMPANY", and for which an application was filed on August 19, 2016 in the United States Patent and Trademark Office; and which is registered under number 5,239,915, dated July 11, 2017, in the United States Patent and Trademark Office; and

WHEREAS, RULE MARKETING LLC, d/b/a BONES COFFEE COMPANY ("Assignee"), having a current address of 79 Mid Cape Terrace, Suite 5, Cape Coral, Florida 33991, is a limited liability company under the laws of the State of Florida, and is desirous of acquiring said mark and the good will of said mark;

NOW, THEREFORE, To All Whom It May Concern:

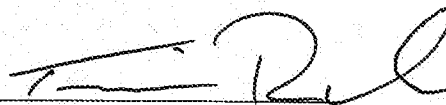
Be it known that for and in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration to them in hand paid, the receipt of which is hereby acknowledged by Assignor, said Assignor by these presents does sell, assign, and transfer unto the said Assignee the entire right, title and interest in and to the said trademark and the registration thereof, number 5,239,915, including the right to sue for damages for all past infringement occurring prior to the execution date of this Assignment, together with the good will of the mark and business in connection with which the said mark was and/or is used.

REGISTRANT/ASSIGNOR:

Date:

1/22/21

By:

  
Travis Rule