

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM666269

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
SEQUENCE:	1		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Consolidated Mills, Inc.		08/05/2021	Corporation: TEXAS
RECEIVING PARTY DATA			
Name:	Pay and Save, Inc.		
Street Address:	5718 Westheimer Road		
Internal Address:	Suite 1000		
City:	Houston		
State/Country:	TEXAS		
Postal Code:	77057		
Entity Type:	Corporation: TEXAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	90865408	TRULY TEXAS	
CORRESPONDENCE DATA			
Fax Number:	2148728860		
<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:	2149797312		
Email:	tfshiells@shiellslaw.com		
Correspondent Name:	Theodore F Shiells		
Address Line 1:	5718 Westheimer Road		
Address Line 2:	Suite 1000		
Address Line 4:	Houston, TEXAS 77057		
NAME OF SUBMITTER:	Theodore F. Shiells		
SIGNATURE:	/Theodore F. Shiells/		
DATE SIGNED:	08/10/2021		
Total Attachments: 3			
source=Truly Texas US Trademark Application Assignment-fully signed#page1.tif			
source=Truly Texas US Trademark Application Assignment-fully signed#page2.tif			
source=Truly Texas US Trademark Application Assignment-fully signed#page3.tif			

CH \$40.00 90865408

**ASSIGNMENT OF UNITED STATES APPLICATION FOR REGISTRATION OF
"TRULY TEXAS" TRADEMARK, SER. NO. 90865408
From Consolidated Mills, Inc. to Pay-and-Save, Inc.**

WHEREAS, Consolidated Mills, Inc., ("ASSIGNOR"), a corporation organized and existing under the laws of the State of Texas, having a principal place of business at 7190 Brittmore, Suite 150, Houston, TX 77041, presently owns all right, title and interest in and to the mark "TRULY TEXAS" (the "Mark") and the Application for United States trademark registration of the Mark, Ser. No. 90865408, filed August 4, 2021, for the goods "barbeque sauce, spices, spice mixes, spice mixes for fajitas, spice mixes for seafood, spice mixes for poultry, spice mixes for steak, spice mixes for chile, salsas, salt, mustard," in International Class 030; and for "jams, jellies, condiments including queso, condiments including green chile, condiments including peach, and condiments including beans and corn," in International Class 029." ("the Application"), including the right to receive registration(s) of the Mark upon grant, in the United States and all other countries of the world, including the right to sue for and recover damages for past, present and future infringements, and the right to file and maintain administrative proceedings to preserve, protect and enhance Assignee's rights in the Mark that is the subject of the Application.

WHEREAS, in connection with a Sales Agreement dated August 5, 2021, between ASSIGNOR and Pay-and-Save, Inc., a Corporation organized under the laws of the State of Texas, having a principal place of business at 1804 Hall Street, Littlefield, TX 79339, ("ASSIGNEE"), ASSIGNEE is desirous of acquiring the right, title and interest in and to the Application and the goodwill represented by the Mark that is the subject of the Application, along with the other intellectual property assets of the business of ASSIGNOR to which the Application and the Marks pertain, throughout the United States, in accordance with the terms of the Sales Agreement.

NOW THEREFORE, for the sum of ten dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby sell, assign, convey, and transfer to ASSIGNEE, and ASSIGNEE does hereby accept from ASSIGNOR, all of ASSIGNOR'S right, title and interest in and to the Application and the Mark, together with the goodwill of the business symbolized by the Application and the Mark, the right to receive registration(s) of the Mark upon grant, in the United States and all other countries of the world, including the right to sue for and recover damages for past, present and future infringements, and the right to file and maintain administrative proceedings to preserve, protect and enhance Assignee's rights in the Mark that is the subject of the Application.

This Assignment shall be effective as of August 5, 2021.

SIGNED this 5th day of August, 2021.

Agreed:

ASSIGNOR
Consolidated Mills, Inc.

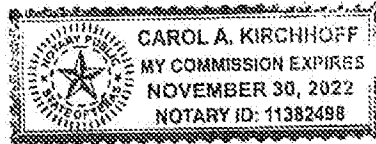
By: SKK

Scott Vrana
Title: President

STATE OF Texas
COUNTY OF Harris

On this 5th day of August, 2021, before me appeared Scott Vrana, the person who signed this instrument, who acknowledged that he signed it on behalf of the identified corporation with authority to do so.

Carol A. Kirchhoff
Notary Public



SIGNED this 5th day of August, 2021.

Accepted:

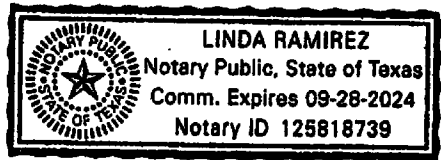
ASSIGNEE
Pay-and-Save, Inc

By: [Signature]
Title: CEO

STATE OF Texas

COUNTY OF Lamb

On this 5th day of August, 2021, before me appeared Roger Love Jr., the person who signed this instrument, who acknowledged that he signed it on behalf of the identified corporation with authority to do so.



Linda Ramirez
Notary Public